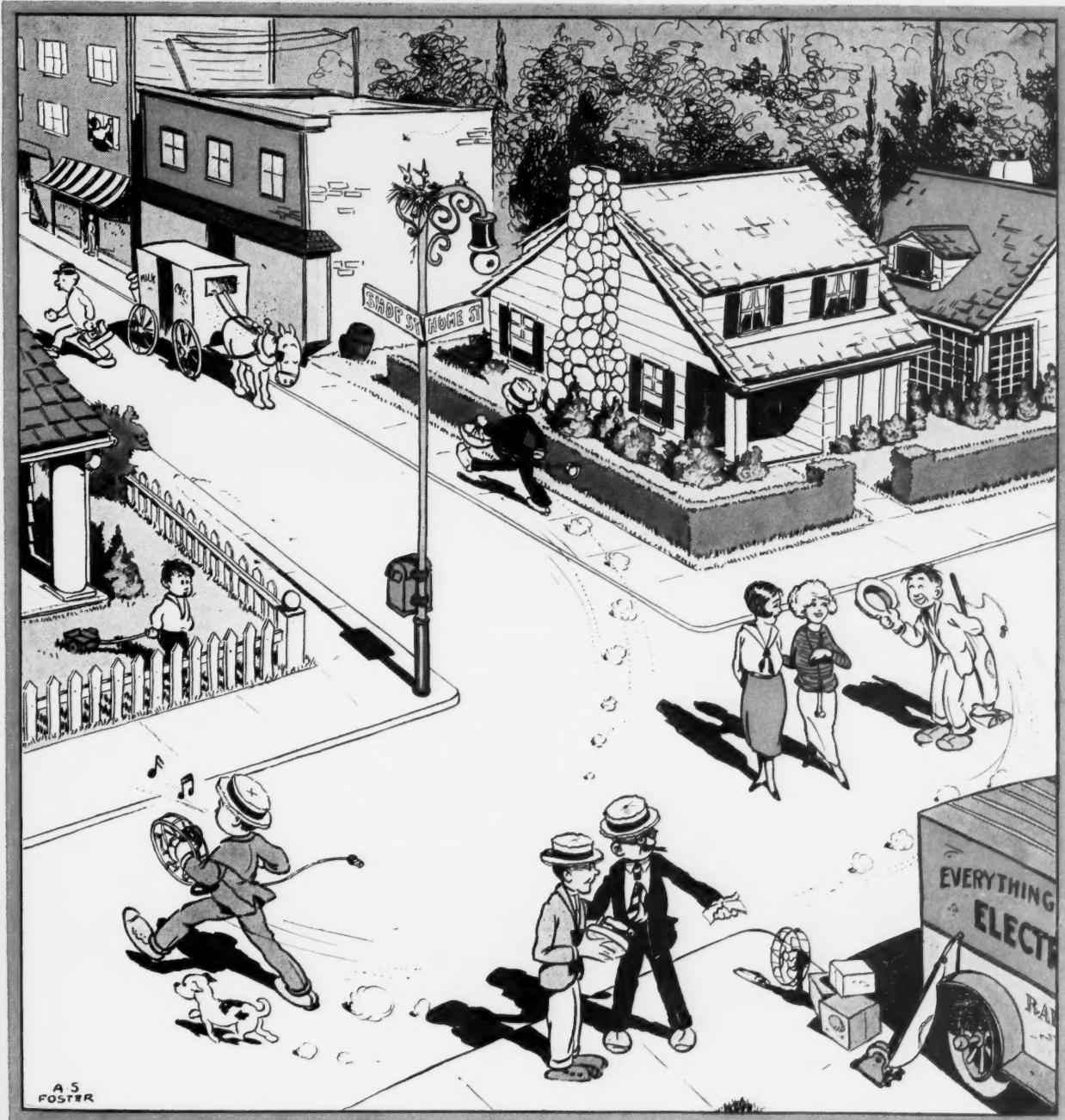


# Electrical Merchandising

The Business Magazine of the Electrical Trade



Everybody Wants  
Self-Starters on—

Adv.

See Page 19

## Recruiting Local Talent for Summer Selling

How to Find Salesmen  
How to Train Them  
How to Pay Them

—in this issue



# Simplex

ELECTRIC CORD-SET

Standard equipment on all Simplex Irons—a replacement item for 10,000,000 irons now in use. A wonderful value at any price with its unbreakable, all-steel plug, ever-cool Bakelite Ball Grip and green Bakelite lamp-socket plug. The Simplex counter display carton containing twelve Cord-Sets in individual cartons will make quick sales.



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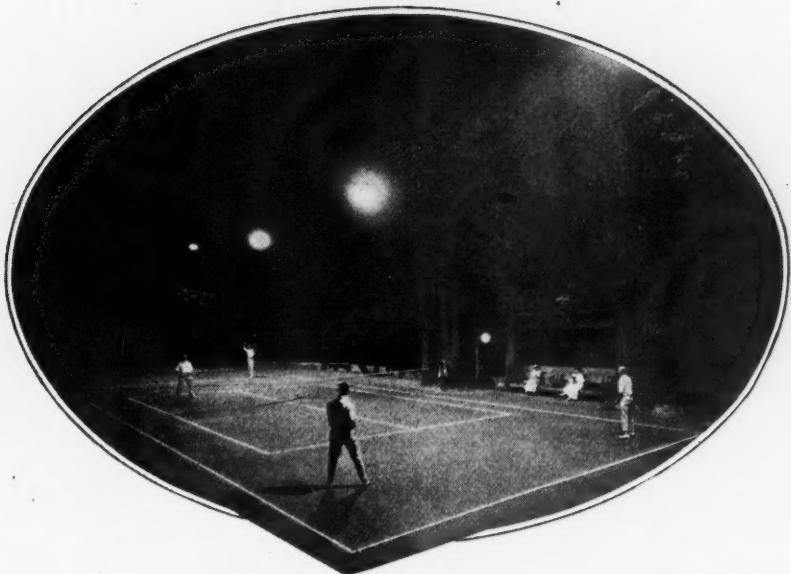
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**SIMPLEX ELECTRIC HEATING COMPANY**  
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**THE IRON WITH THE UNBREAKABLE PLUG**

*Have You a  
"Night Court"  
in Your Town?*



Cut in the West where they train the National tennis stars, they play the game at night time with the aid of electric light. Here is one installation on the grounds of G. E. Billings of Mill Valley, Cal.

## Electrical Merchandising

Vol. 32

The Business Magazine of the Electrical Trade

No. 1

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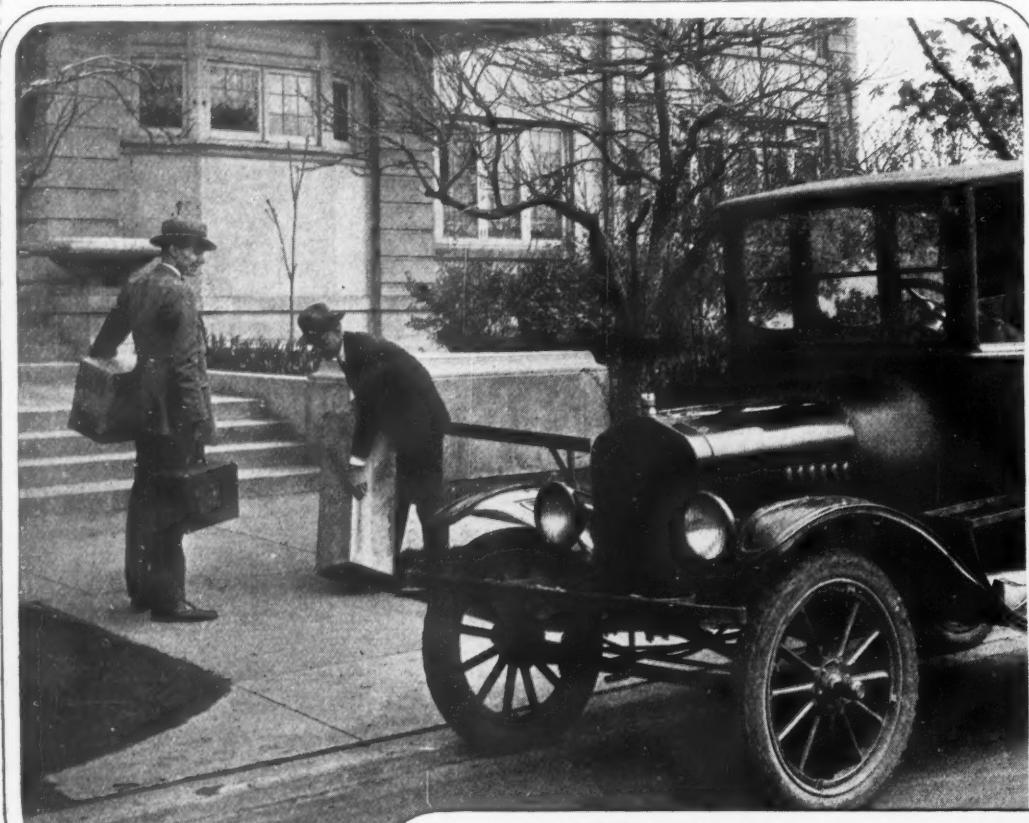
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# Radio Sells When Placed in the Home "On Trial"

*How Lyon & Healy, of Chicago, Demonstrate Sets with Aid of Well-dressed, Courteous Salesmen-Mechanics Who Make Deliveries in Automobile Sedans*



DELIVERING and installing cabinet sets in homes ready for operating, is one of the chief reasons for the great success of Lyon & Healy in selling radio (See p. 4426.) The neat appearance of the salesmen-mechanics and of the sedan delivery car gives the company's representatives access to the best homes in the city. The salesmen are welcomed because they are competent radio men, able to explain radio principles and to demonstrate the operation of the set in the way to give customers best results.

COURTEOUS and thorough demonstrations of sets sent out by the Chicago music house clinch radio sales. Sets are first sent out on 10-days' trial. Those 10 days are the critical period, but a thorough explanation of the sets' operation qualifies the prospective customers as skilled manipulators of the tuning dials. Once customers become attached to their sets, they won't let them out of the house, and hence sales are made. Since overalls are left behind, the installation mechanics can turn demonstrators and are invited to sit down to explain the sets' operation.



# Electrical Merchandising

The Business Magazine of the Electrical Trade

Volume 32

July, 1924

Number 1

## Some Say "Summer Slump" but Some Keep Selling

Recruiting Local Talent to Meet the So-Called Hot-Weather  
Lull and Turn the Slack Season Into Two Live Months

EVERY electrical dealer in the land today is facing the open season of the so-called summer slump. There are just two things to do about it. Any dealer can submit and let two months go by with slim sales totals and poor profits, or any dealer can shake loose from this old superstition by simply asking himself a flat-footed question—then seeking the answer and then taking the hint. The question is this—*How do you know that nobody will buy in July and August?* How much of the accustomed lull is due to the fact that most of us don't really try to sell in hot weather as we do in spring and fall?

The man who, some years ago, started the report that business is rotten in summer time was probably a salesman. He was a salesman who was pretty fond of his food and ate three squares a day without regard to weather. With steak and potatoes, pie and coffee under his belt, his head and feet felt heavy on a hot afternoon and he slowed down. He didn't move as briskly up and down Main Street. He lingered longer in cool offices. He talked a little more about the weather. He didn't put up as aggressive a sales argument. His approach was not as eager. His sales fell off. He told his boss that business had been wilted by the heat. He talked to salesmen about it. In turn, they told their bosses the same thing. And that is just about all that is needed to make a summer slump in

any town. For as a matter of fact, this famous summer selling—or non-selling—superstition is mostly the creation of men's minds.

### Here Are the Facts

Matter of fact? What are the facts? Most that we hear about this summer slump is conversation. But there are facts on the situation never-

### *Do This and Any Summer Slump Will Fade Away*

When a dealer's business slumps in summer, it is usually because he eases up in his selling—not because the people do not buy. By putting on extra summer salesmen, the slump fades away.

Each year in June the high school turns loose a lot of energetic lads of eighteen, nineteen and twenty years. These boys can sell.

Then there are many drivers of delivery wagons who know the housewives in whole sections of the city, and want better jobs.

Where can they sell? The streets of every city are lined with houses, stores and business buildings. This extra selling backed by summer planning will overcome any slump.

theless and they are worth some thought.

There is probably no city in the United States more addicted to the summer slump than New York. A large proportion of the buying public goes to the shore. Business men play golf over the week-end. Saturday is a hard day to find anybody in. The summer slump is in full swing. Yet here are the facts according to statistics that have been compiled by the *New York American*. During July and August—

Street car traffic is 99 per cent normal.

Telephone calls are 87½ per cent normal.

Factory employment is 98½ per cent normal.

Factory payrolls are 98 per cent normal.

Savings bank deposits are 100 per cent normal.

Wholesale drygoods are 97 per cent normal.

Wholesale hardware is 95½ per cent normal.

Building contracts are 99 per cent normal.

It is the same in almost every other city. People go away on vacations, of course, but these holidays rarely last longer than two weeks and everybody doesn't go at once, and before they go each one buys this and that and spends a lot of extra money. In short, the total consumption of goods is very little affected and the total volume of business would be little less than in an average month if salesmen were maintaining normal pressure on the customer and merchants were as

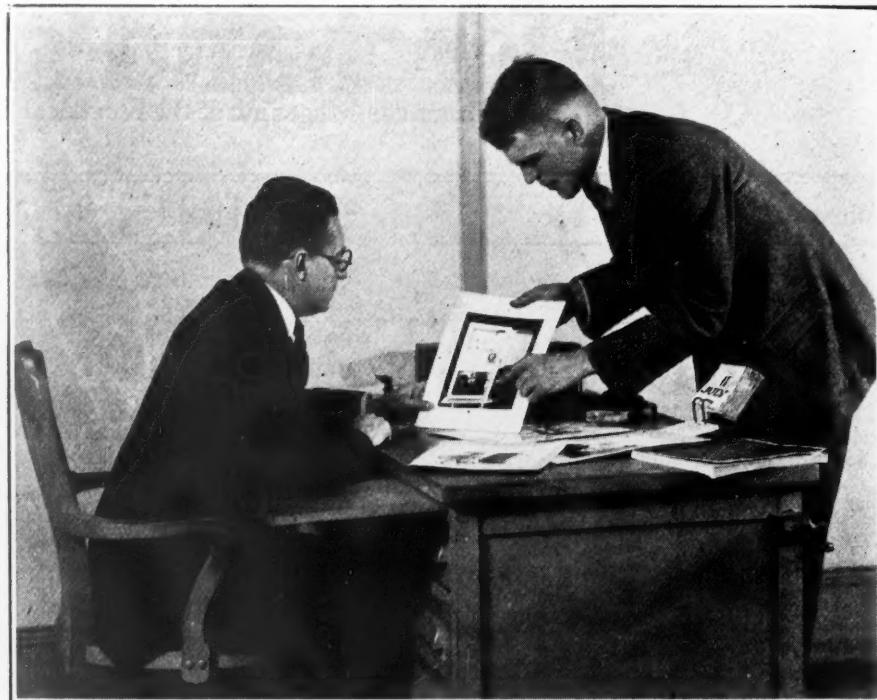
eagerly at work devising ways to win the largest possible share of the existing business. The most important thing is for the dealer to estimate and visualize how much business there is available in spite of the season and the weather—and then to set his mind to cleaning up these waiting sales. How true this is has been demonstrated on many occasions.

#### Getting the High School Boys to Help

In a middle western city last summer a certain electrical dealer determined that he would meet the expected summer slump by a little extra pressure on outside selling. He decided to put some special summer salesmen to work on kitchen light units. So he went to the superintendent of the local high school and told him his plan. He got the names of a lot of boys who wanted to do some summer work. He had them call at his home in the evening when he had time to talk and out of these applicants he selected eight likely boys. Then he held a half dozen evening classes when he talked to the boys about the opportunity and the way to sell. He held these meetings in his home because he wanted to see how the boys would handle themselves in a strange home, to test their approach in selling themselves. Then he started them out with sample kitchen light units to sell for \$6.75 cash or \$7.50 on easy payments. He agreed to pay these young salesmen \$1.50 on all cash sales and \$1 on time sales.

The boys were to have a 30-days' trial. They were enthusiastic. They were sold on the idea and these eight men placed roughly 600 kitchen units in the first week. The fact that this happened in the period of the dog days simply proves that the selling all depends upon what the dealer himself does. These were extra salesmen. This was extra business that would not have come of itself. But it was made to come by going after it. That's what you call scotching the summer slump!

The same opportunity is available to some enterprising dealer in every town. Each year in June the high school turns loose a lot of energetic lads of 18, 19 and 20 years who would be glad to find a way to make a little money to finance a month down on the lake or in the mountains or to help buy the car or the



A hot day helps the salesman sell if he has the right summer message. For the sunnier it is on Monday the more any man's conscience will hurt him when he admits

that his wife has no electric washing machine. There is a lot of business waiting in the private offices of busy men for the dealer who will send a salesman for it.

radio set that their hearts are set on. These boys can sell. All they need is a little schooling and a little guidance. Show them what to sell and who to sell it to and they will help you turn the summer slump into peak sales.

Go to the school and seek them out. Interview them at your home in the evening. School them for three or four nights. Kindle their enthusiasm. Then send them out to work in a team where competition will put an element of sport into the game.

#### Home-Town Salespeople Have Best Entree

But high school boys are not the only extra help that you can find for summer selling. There are both men and women among the school teachers themselves who would be glad to take on six weeks of different kind of work—for example the sale of electric refrigerator outfits. There are drivers of bakers', grocers', butchers' and dairy delivery routes who know the housewives of whole sections of the city and would like to try out a higher class selling job. There are young women in the town who would be interested to sign on for a campaign of two or three months' duration to canvass homes and sell electrical comfort and labor-saving appliances. A bit

of advertising in the local newspaper will bring these people to light and find you material from which to build a little extra staff for summer sales. The likeliest source, however, will naturally be the high school boy.

Where can they sell? The streets in every city are lined with houses, stores and business buildings. There is not one of them today that does not need one or a whole variety of electrical appliances as well as better light—so great a market for these anti-slump salesmen that they can not fail to sell if they are properly directed. Where can they sell? Well, consider this—

#### EVERY BUTCHER NEEDS:

- An electric meat chopper
- An electric fan
- An electric knife sharpener
- An electric meat slicer
- An electric refrigerator

#### EVERY GARAGE NEEDS:

- An electric air compressor
- An electric vulcanizer
- An electric valve grinder
- An electric drill
- A rectifier for charging batteries
- Electric safety switches
- Electric motors for machine tool drive

#### EVERY RESTAURANT NEEDS:

- An electric coffee urn
- Electric ventilating fans
- Electric chafing dishes
- Electric coffee grinders
- Electric meat and vegetable choppers
- Electric ice cream freezers
- Electric grills

**EVERY BANK NEEDS:**

Electric burglar alarm  
Electric coin wrapper  
Electric telautograph  
Interoffice telephones  
Better lighting

**EVERY DEPARTMENT STORE NEEDS:**

Electric fans  
Electric window lighting  
Better store lighting  
Electric buffing machine  
Electric vacuum cleaner  
Color-matching units

**EVERY REPAIR SHOE SHOP NEEDS:**

Electric hat cleaner  
Electric sewing machine motor  
Electric fan  
Electric dryer  
Electric lights

**EVERY DENTIST NEEDS:**

An electric dental furnace  
An electric air heater  
An electric sterilizer  
An electric water heater  
An electric X-ray outfit  
Better operating-room light

**EVERY CANNING COMPANY NEEDS:**

Electric motor drive  
Electric conveyor  
Ventilating fans  
Safety switches  
Electric soldering irons  
Electric fire-alarm system

**EVERY BARBER SHOP NEEDS:**

Electric fans  
An electric vibrator  
Electric immersion heaters

An electric cigar lighter  
An electric barber pole  
An electric sterilizer  
An electric washing machine

**EVERY CARPENTER AND BUILDER NEEDS:**

A portable electric planer  
A portable electric saw  
A portable electric grinder  
An electric floor polisher  
A portable electric hoist  
An electric motor for machine drive  
Safety switches  
Electric glue pots

**EVERY MOVING PICTURE THEATRE NEEDS:**

Electric bracket fans  
Electric ventilating fans  
Electric exit and aisle lights  
Electric dimmers  
Electric piano player  
Electric signal in operator's booth  
Electric display lighting

**EVERY GROCER NEEDS:**

An electric coffee grinder  
An electric meat slicer  
Electric fans  
Electric nut chopper  
Electric spice mill

**EVERY TAILOR NEEDS:**

Electric irons  
Sewing machine motors  
An electric pressing machine  
An electric vacuum cleaner  
Electric ventilating fans

**EVERY PRINTER NEEDS:**

Electric motors for presses  
Ventilating fans  
Electric folder and stapler

Electric glue pot  
Electric saw

**EVERY PHOTOGRAPHER NEEDS:**

Electric fans and ventilators  
Electric printing machines  
Electric time switches  
Electric blower for drying negatives  
Electric presses for mounting photographs  
Electric iron for remounting  
Electric retouching machines

Besides which there are thirty or more other business neighbors of every dealer who can be sold one or more appliances from individual lists of things they need. Among them are—

Apartment houses, cigar stores, clothing stores, churches, druggists, dyers and cleaners, florists, factories, foundries, fruit stores, furniture stores, hairdressers, hardware stores, hotels, ice plants, jewelers, laundries, monument makers, newspapers, public institutions, sheet metal shops, theaters.

Besides all this there are the homes and everywhere these summer salesmen go there is a chance to sell some application of better lighting.

There is no summer slump for the dealer who is willing to do summer planning. There is no seasonal lull for the man who matches against the weather a few extra salesmen organized for summer selling.

## Send in Your Questions About National Electrical Code Rulings. Answers by a Wiring Authority

WHERE can the individual electrical man get authoritative interpretation of the rules in the National Electrical Code? To whom can the inquiring contractor or the intelligent journeyman appeal for information concerning the application of Code rules to their own daily work?

Their local inspection authority will, of course, give *his own* interpretation and *his own* understanding of the clauses in the rules, as he reads the words or desires to interpret them. But if, in good faith, the electrical man disagrees with his local inspector on the meaning or application of the rule, to whom can they both turn for an authoritative opinion as to the meaning intended by the Code Committee, or the dictates of best construction practice?

Certainly the Code Committee itself will express no official opinion,

in explanation of its rules. And the same discreet silence is invariably maintained by its chairman, its members, and its sub-committees.

### Code Has No Official National Interpreter

The associated body of the Underwriters' Laboratories is a proprietary institution of the insurance interests, and is certainly without jurisdiction. And the N. F. P. A., the parent body of the Code Committee, is merely an organization of fire-prevention men, very few of whom know anything whatever about electricity.

Evidently, then, there is no official interpreter of the Code in a national way. The electrical man who is seeking information on Code practices and purposes, has no other choice than to approach some member of the Code Committee, and to get, if possible, his personal interpretation of the rules.

To make available to readers, the counsel of one of the best minds on the Electrical Code Committee, (which formulates the National Electrical Code), a man of progressive ideas, and himself an electrical inspector charged with large responsibilities in the enforcement of rules for standard electrical construction, *Electrical Merchandising* has arranged with Victor H. Tousley, chief inspector of the Electrical Department of the City of Chicago, to conduct a department of Questions and Answers on the Code, to appear each month in these pages. The first of the Questions and Answers appear on page 4432 of this issue. Your questions on Code matters are invited. Send in your questions about any Code or construction rulings that have been puzzling you, to:

Editor, *Electrical Merchandising*, 7th Ave. and Thirty-Sixth Street, New York City.

# Selling Radio in the Home "on Trial"

How a Famous Chicago Music House Handles Demonstrations—Salesmen and Installation Men, Neatly Dressed, Arrive in Polished Sedan to Deliver and Install Sets

By E. J. COSTELLO

**A** WELL polished sedan draws up in front of a home on one of Chicago's residential boulevards. Two men step out. Both are neatly dressed, and, for all anybody in the neighborhood who may chance to see them knows, they are merely on a social call. But a moment later they are on their way to the door, either carrying an oblong case between them, or separately transporting the various units of a radio set. (See Frontispiece illustration.)

A maid responds to their ring and ushers them into the presence of the much surprised lady of the house, who says:

"Why-er, I expected they would send a mechanic up to install the set."

One of the well-dressed men laughs and points to the other well-dressed man. "He's the mechanic."

#### Well-Dressed Men Get Better Reception

The two are from Lyon & Healy, Inc., a Chicago music firm nationally known for its enterprising merchandising methods. They have come to place radio in this home on a 10-day trial, in accordance with a highly successful practice established by

this firm. So the lady of the house greets them cordially, because there are no dirty brogans to carry mud in on the rugs, and no greasy overalls to endanger delicate hangings and expensive tapestries.

An ever increasing circle of radio fans, in the territory of which Chicago is the center, can testify to three potent facts emphasized by this famous house of music, which combine to spread the entertaining business of tubes and wave-lengths and tuning-in on broadcasting stations hundreds of miles away. The combination of common sense and salesmanship, as exemplified in the installation expert who left his overalls behind and appeared in a neat business suit at the above mentioned home, is one of them. Another is shown in the motor vehicle used, which represents not only speed in service, but a psychological understanding that the customer might have objected to an unsightly delivery truck parked in front of her home. And the third is the demonstration "on ten days' trial" *in the home*, instead of in the store.

On behalf of *Electrical Merchandising* readers, I asked Charles P. Hindringer, manager of the whole-

sale and retail radio departments of Lyon & Healy about these innovations which he has introduced. What he had to say carried so many valuable hints for the dealer in electrical goods who has a radio department, that the details are eminently worth while setting down. Mr. Hindringer's department is only one of many other departments in this big Chicago music store, but his methods have, within the short space of a couple of years, put his firm in the forefront of radio industry distribution, as is shown by the fact that they have done a radio business aggregating three-quarters of a million dollars.

#### Several Demonstration Crews Are Busy

Installing radio sets in homes on trial came about largely as the result of conditions prevailing in the store, according to Mr. Hindringer. Once put into practice, the plan proved so successful that several installation and demonstration crews are now kept busy all the time. The firm was the first of the general music houses to undertake large scale sales of radio, and they have been through all the phases of the new industry.

#### What Lyon & Healy, Chicago, Have Found Out from Selling \$750,000 Worth of Radio Sets to Homes

It is easier to sell radio to a woman if everything is encased in a cabinet.

A trial in the home is far more convincing than any store demonstration.

Offer of "a 10-day home trial" develops customer confidence.

Any set will show up better for clarity and

distance, on home trial than in a store in the midst of downtown "interference."

Radio can be successfully sold on a time-payment basis.

Requirement of advance deposit of \$15.50 eliminates applicants for home demonstrations who do not intend to buy.



PICKING OUT A SET TO BE "SENT HOME ON TRIAL"

Charles P. Hindringer, manager of radio sales, is shown helping a woman customer pick out a set to be "sent home on trial." "For after all, the home is the only place

to show what radio will really do," says Mr. Hindringer. "The location of a set has much to do with its operation. A set which could not possibly be tuned in for

long distance in the store, might in another part of the city do far more than the limitations fixed for it. Besides, there is the personal factor in salesmanship in the home.

Their experience has proved invaluable in establishing a system that Mr. Hindringer is convinced should be successful with dealers in electrical merchandise.

"Of course, all salesmen from our house sell radio sets," he said, "and they merchandise them from the musical and entertainment standpoints. But we feel that right here in our department we have worked out the best method of selling, and the right system of service, and that we have solved the problem of financing the sales. The trial system is an adaptation of methods of selling in other departments.

#### The Home a Better Place for Demonstration

"We reasoned that if we could place a phonograph or a piano out in the home on trial, there was no reason why a radio set could not be similarly handled. Besides there were physical considerations in our case. Our store is located in the heart of the business district, where there is a great deal of 'interference' from trolleys and the like. It was quite out of the question to demonstrate the sets effectively here in the store.

"Then we began the practice of sending salesmen and installation experts with sets into homes. After all, the home is the only place in which to show what radio actually

will do. The location of a set has much to do with its operation. Atmospheric conditions are by no means the same everywhere, and a set which could not possibly be tuned in for long distance here in the store, might, out in other parts of the city or in the suburbs, prove capable of doing much more than the limitations fixed for it. Besides, there is the personal factor in salesmanship in the home that is not possible here in the store.

"When a man buys a radio set, it is for operation where he lives, and not where he purchases it. He wants to be able to determine its value by himself, and this he cannot successfully do if he is limited by the conditions which must necessarily prevail in most retail stores. Putting sets out on trial helps to increase the buyers' confidence in the firm, for they see that we, ourselves, have confidence in our own products. The demonstration periods give us a chance to render service that will be of a permanent nature after the sales have been closed.

"For instance, when a man inquires about a radio set in our store, we first ascertain what style he is interested in, whether one with a head set or one with a loudspeaker. It has been my observation that far too many radio salesmen immediately ask, 'How much do you wish

to spend?' I think this is a fatal error. Of course, no customer wants to spend any more money than he can help. He dislikes to state publicly the condition of his pocket book. Just place yourself in such a position and you will see my point. So we endeavor to find out, diplomatically, what kind or style of set the customer wants, where his home is, in what part of the house he wants it installed. Then the salesman can concentrate upon some particular type of radio and elaborate on its qualities — not from a technical standpoint, mind you, but as an entertainment device. So few persons know anything about radio that most sales are in the salesman's own hands. That is an additional reason for the utmost care, because of the danger of dissatisfaction afterward.

The next stage in the proceeding is the demonstration in the home, and the trial period in which the prospective owner has a chance to develop an appreciation for the set.

#### Sets Must Harmonize with Furniture

"Right here is another point to be remembered, particularly in dealing with women. We have found from experience that few women like to have their homes disfigured, as they call it, by a litter of radio parts strewn over a table and overflowing

onto the floor. It is easier to sell radio to a woman if everything is encased in a cabinet. In her mind it is as much an article of furniture, which must harmonize with the rest of the furnishings in the room, as it is a device to afford entertainment.

#### Payment of Deposit Required for Demonstration

"There was one rather unpleasant feature of the trial demonstration plan, however, which we found it necessary to overcome. In the early days of our experience we encountered a tendency on the part of many people to order radio sets sent to their homes with no intention of keeping them and paying for them. Some special entertainment was the usual reason which was not disclosed to us until afterward. Of course, that sort of thing was expensive, so we adopted the plan of requiring a deposit which would defray the cost of installation in case the outfit installed, or another one, was not sold. We proceeded on the theory that when a man asked for radio on trial, he was in earnest about the matter, and that he could not reasonably object to the deposit requirement. That we were correct has been amply shown in our experience since. So, in the Chicago territory, we have found that a deposit fee of \$15.50 has been adequate. When the sale is finally closed, of course, the amount is applied to the purchase price.

"Handling radio from the music merchant's viewpoint, we find we

can sell it successfully on a time payment basis. This automatically expands our market on more expensive sets, the most desirable type of business. As an incentive to take more interest in radio, and as a protection for ourselves, we ask one-third down. We feel that other dealers, whether music merchants or electrical supply houses, can adopt our procedure with a maximum of success for themselves."

I asked Mr. Hindringer to go a little more into detail about the sedan method of delivery, and the installation expert who leaves his overalls at the shop, and learned that herein was to be found a practical demonstration of applied psychology.

"As a rule," Mr. Hindringer replied, "the trade on the more expensive radio sets, upon which we specialize, is among the better classes of people. They are of greater refinement than those found in the trade of cheaper sets. An appreciation of this sense of refinement on our part is quickly noted by them, and goes a long way toward completing the sale. Again let me suggest that you put yourself in the place of such a person. Suppose we sent out with our outfit a mechanic who is slovenly, and who has no sense of the fitness of things. You would probably view with considerable apprehension the mess he might make in your home. The mechanic who is not past the greasy overall stage is not likely to be very clean in his work.

"It is clean work that we make count in all of our deals. There is no reason why a technical radio expert should not be just as much a gentleman in dress as anyone else connected with our sales force; so we see that only that type has anything to do with this department. Our mechanics are as neat-appearing as our highest salaried executives, and believe me, it pays good dividends to the firm to have them so.

"The same understanding of the psychology of the better class of radio buyers applies with reference to the use of sedans in making deliveries. We use them exclusively for our installation work, because they make for expedition in service, add a fitting dignity to the radio business, which our experience tells us is really appreciated. In connection with the first reason, they are allowed by the authorities to traverse the boulevard, a privilege denied the commercial delivery wagon. This makes the quick delivery. Then, too,

we find that the trade to which we cater thinks more of us if we do not let unsightly trucks stand out in front of their homes for two or three hours at a time.

"There is a lot in this thing of the dealer putting himself in the place of the customer and understanding that individual's outlook upon life, and his view of our business of merchandising. We cannot give too much thought to the subject. What we are doing here in Lyon & Healy's can be duplicated by any live merchant of electrical supplies in the country."

#### Plenty of Gasoline Will Defeat Summer Radio Slump

People in Poughkeepsie, N. Y., are familiar with the slogan "For Radio, See Joe." And a great many of them do. "Joe" is J. T. Donnelly who operates the Radio Shop and who early last summer was working in what was then the largest radio store in town.

All the sales method this store had was to wait for somebody to walk in and buy. This did not meet with Joe's views and after informing his boss that on these selling lines failure was just around the corner, he quit the job, assembled a radio set and went out in his flivver to sell it.

He drove out into the country and was not long in finding a prospect. Not such a good prospect, for while he wanted a radio set and didn't much care what it cost, he had tried three and hadn't yet been satisfied.

Mr. Donnelly decided that proper installation and adjustment were what the situation called for. He unloaded his set, installed it and spent the afternoon teaching his customer how to operate it properly. When he left he took a good sized check with him.

Mr. Donnelly sold radio sets by this method all summer and found that by driving into the country every day he defeated the well known summer slump. When he went into business in town he kept to his principle of a continual outside contact with customers. After a Radio Shop man has installed a set he does not wait for a service call to know how it is operating. Customers are called on twice a week for a month. This insures satisfactory operation and in addition gets a lot of leads. Mr. Donnelly figures that this service costs as much as selling, 12 per cent, and that it is worth it.

**FREE**  
**Concerts**  
**To-Night!**

—in New York City, Pittsburgh, Atlanta, Detroit, Denver, Schenectady, Newark, and 50 other Cities.

**Listen In!**  
All you need is an Easy Chair, and a Radioper. We'll sell you one on instalments. Visit our new **Radio**  
Department, Ground Floor. Sets that insure the finest musical results. Priced from **\$40 upwards**  
Sold on Easy Monthly Payments

**Lyon & Healy**  
Wabash Avenue at Jackson Boulevard  
(Signing off till you call)

Clip and Mail  
Please send  
Radio Catalog  
and map.

Name \_\_\_\_\_  
Address \_\_\_\_\_

This ad gets attention—then gets sales. It is the first step in sending radio sets home on trial. "Free Concerts Tonight" is bound to attract attention. "Listen In" drives it home to the reader. "Radio" tells how. "\$40 upwards" tells the cost. And "Signing Off Till You Call" invites the prospect to act. The coupon in the corner is an added incentive for action.

*Electrical Dealers Who Are Making Money—and Why (VI)*

# How Lenihan Profits from Selling "Handy" Supplies

**Fills Needs of "Practical Man" and Householder. Windows  
Sell Goods by Variety Display and Clearly-Marked Prices**

THE retail electrical specialties business flourishes in all parts of the country and now comes what can best be described as a "retail electrical staples" business. Chas. J. Lenihan in the heart of Philadelphia's busy retail district, does a one hundred per cent cash business, a chief part of which is in supplies and material for the "handy man."

The store is, in the full sense of the word, a retail electrical store. There is no contracting done. There are no outside salesmen. No fixtures are sold, nor washers, nor ironers; cleaners are handled strictly for cash. The lines carried are heating appliances, radio, boudoir, desk and utility lamps, Mazda lamps of all types and sizes, and a complete stock of schedule material, small fittings, wire, cord, and supplies. The most striking thing about this store is the way these supplies are displayed and sold and the large gross business done in them.

On the right hand counter, near the front of the store, are two sets of open bins containing such items as tape, attachment plugs, fuse plugs, pull chain sockets, etc. The price is marked in big figures on the bin.

#### Selling by Store Display

"Here is an example of how this display sells merchandise," said Mr. Lenihan. "These separable cord connectors here in the bin have the price plainly marked. It is a handy little article that nobody knows anything about. But nearly everybody who stops at these bins picks up the little cord connector and wonders what it is for. They ask about it and we pull it apart and explain its use. Sell them? I should say we do! The jobber tells us that we sell more of these cord connectors than all the rest of the dealers in Philadelphia put together."

"This display makes a sale to every second person who comes into the

store, and usually it is an additional sale. The customer has bought something else and sees this stuff in the bins and mulls over it and finally buys one or more articles that he did not know he wanted until he saw them. People will not ask for these supplies, they don't even know the names of most of them."

#### How Store Display Sells

"Here is another instance of how merchandise will sell itself if you put it out where people can see it: Last Christmas we bought a large quantity of the new sprayed, color lamps. If we had kept these in cartons we might have sold a few dozen. But we took a bushel basket and heaped it full of these various colored lamps. We piled them up like Easter eggs, and with a big card giving the price. We sold out all we had and all we could get."

"Our windows sell for us in the same way. They are built up with

sloping tiers of shelves and filled with merchandise, all of it with the price marked in big figures. One of the windows is always filled with supply material, the other with heating appliances, lamps, fans, radio; whatever the season indicates."

"People do their shopping in the windows, and when they come in they are ready to buy. And one thing that draws them to the windows is plenty of light. There are forty-one 100-watt Mazda C lamps in reflectors in the two windows. Half of these lamps are on all day so that even on a bright day the light is noticeable and attracts people to the windows."

These counter bins, that are such successful salesmen, are necessarily limited in number. They cannot begin to show all the supplies carried. So a large section of the wall space is covered with drawers carrying a sample mounted on the front. These display the price as well and in figures big enough for the customer to see.

#### 250 to 700 Cash Retail Sales a Day

To be statistical, there are 907 bins and drawers displaying and selling supplies. The store is 13 ft. by 55 ft. There are three clerks in the store all the time and on Saturdays, and in the rush season, two extra clerks are employed. Mr. Lenihan is always on hand, as he uses his office on the second floor as a place chiefly to hang his hat.

Sales in the dull season average 250 a day. Good days will run as high as 700 individual sales. Three cash registers at three different points in the store make for quick service to the customer and save the clerks' time.

Radio is allotted 15 feet of floor space. And for the summer season there is a set of step shelves that go into this space for fan display. This set of shelves is also used at

#### Why Lenihan's Stock Turns Six Times a Year

His show windows are kept filled with samples—all with prices plainly marked.

Inside the store, all small goods are displayed in open bins.

Prices, in big figures, are marked on each bin.

Three cash registers, in three different locations, give quick store service and save clerk's time.

"Don't make a mystery of what you are selling," summarizes Lenihan. "Keep your goods out where people can see them."

Christmas time for displaying trains and other toys.

During Christmas selling the glass doors are removed from the wall cases containing percolators and electric table ware. This is to make it easy for the public to handle the merchandise. "Let them handle it," says Mr. Lenihan, "that is what makes them buy it." In other words take down the barriers between your merchandise and your trade.

#### Must Meet Price-Cutting

As in all other large cities there is price cutting in Philadelphia. Certain "leaders" in heating appliances are cut by everybody. Mr. Lenihan meets this competition. But he also handles the full line of a leading appliance manufacturer on which he gets list prices.

National Mazda lamps only are carried, and in the less than two years that this shop has been open, lamp sales have grown to a \$2,500 contract basis. And this on purely retail sales where a carton is about the largest single sale. Supplies also are all of standard makes and on most supply items full list prices are obtained.

Slow moving stock is put into the counter bins at cut prices to move it. When an appliance is shopworn it is refinished and then marked at a special price for quick sale. Everything in this shop must keep moving. That is why turnover is six times a year on this large and varied stock.

#### Are You Merchandising Electrical Supplies?

EVERY man is, on occasion, his own electrician. And from time to time every man buys some electrical supply material. This is why the electrical supply line is a valuable side line in the hardware store and why one of the chains of five- to twenty-five cent stores sold last year over \$10,000,000 worth of electrical material.

All of this business used to come to the electrical dealer. Now he is getting a smaller proportion of it every year. From the standpoint of both volume and profit it is too good a business for him to let go. The electrical dealer can compete successfully with the non-electrical trade for this business, but he may have to take the selling suggestions which the other trades have to give him.

Everything is displayed. When the dealers were offered the lamp demonstrator racks which they had to pay for, Mr. Lenihan bought two. One is in the store and the other, permanently, in the window.



If you want to sell supply material don't conceal the fact from the public. People don't know the names of this material and will not ask for it. But put it out and

see them go for it. These bins make a sale to every second person who comes into the Lenihan store. Take the initiative by displaying these things.

The owner of this business has not always been an electrical merchant. Three years ago Lenihan's (in another location) was a busy cigar and variety store. He handled cigars and candy, shoestrings and scissors, playing cards and peruna. His cigar business was very large, but competition forced him to a cut rate basis. The same was true of the candy and variety line; an immense turnover and small profits.

In this store from time to time customers asked for the more common of the electrical necessities and, as Mr. Lenihan's policy was to sell what the people wanted, he began to put in the electrical items that he had calls for. It is interesting that it was the supply line that was stocked first and strictly to fill a demand. Fuse plugs were the initial item, and then iron box bells and bell wire and batteries and lamps. Then came irons and toasters, and Mr. Lenihan noticed that each electrical item that he stocked was selling and also, which was of great interest, that the profit was good.

At this time the staple of Mr. Lenihan's reading began to be the electrical trade papers. A particular electrical supply jobber's salesman came into the picture at this time and was able to supplement Mr. Lenihan's merchandising ideas with his knowledge of electrical material.

As the electrical end of the cigar and variety business grew, so did Mr. Lenihan's conviction that it would pay him better to devote his efforts exclusively to the electrical business. He rented another store a block away, in a good retail location, and fitted it up as an electrical store. He began to wonder if it was going to pay and in order to be on the safe side he kept the old store going and put in a line of shelf hardware in the new electrical store.

From the start, the new store was a success. It has been going twenty-one months now and has shown a profit every month. The old place has long been disposed of and the hardware line, that was put in to be the anchor to windward, is being cleared out.

The methods that have made the Lenihan electrical store a success are those which had moved a large volume of variety merchandise. "Don't make a mystery of what you are selling," summarizes Mr. Lenihan, "but keep your goods out where people can see them. Put the small stuff in bins where they can handle

it. If a piece of merchandise comes in a box, we take out the merchandise and throw the box away. We are not selling boxes. Mark the price so plainly that nobody can miss seeing it and keep the windows full of samples with the prices on them."

The writer asked if the large number of daily sales was due to the location of the store.

"No," answered Mr. Lenihan, "the number of people who pass the store is figured into the rent, but bringing them into the store is where our job begins. People need and want this electrical material but they have to be reminded of it. That is why we have all the red painted signs out in front and why our windows are brightly lit and full of goods and signs and price marks. They turn the 'passer' into the stopper and the buyer."

Mr. Lenihan's entire scheme of merchandising revolves around the fundamental principle of prominent display, and experience shows that Mr. Lenihan's methods are successful.

At any rate, a great deal can be said for any merchandising plan which totals up 700 individual sales on certain days in a store handling only small electrical material and supplies.

Window display, together with prominent store display is the reason for this sales record. As Lenihan says, "If you want to sell supply material, don't conceal the fact from the public." And he throws the boxes away and displays the merchandise.

### Variety and Repetition Sell Show-Window Interest, Says Expert

"Variety, repetition and unity are essential to successful window dressing," declared David A. Morey, instructor in window dressing, Boston University and consultant to the S. S. Pierce Company, Boston, at a recent meeting of the Appliance Bureau of the New England division, N.E.L.A.

"Enough variety is needed to arouse interest, sufficient repetition to emphasize the message, and enough unity to tie the first two together. The arrangement of appliance types in a triangle or other geometrical figure is almost always effective, as in showing flat-irons, toasters or small lamp units of portable type. A balanced window is far more appealing to the passer-by than one showing a heterogeneous assortment of articles."

### Concentration on Dominant Idea Most Important

Concentration of interest is one of the fundamentals of this kind of work, the speaker pointed out. This involves the creation of atmosphere in displaying seasonal gifts or commodities illustrating some dominant idea. "In this connection," said Mr. Morey, "background and window floor are important in their mutual relationship and in their fitness to form a setting for the articles on show. Plenty of space between the toasters, percolators, etc., pays in

increased interest on the part of people stopping to look into the window. Silk and velvet look better than satin as background material. It should not be forgotten that in a display window any object or decoration placed in front of a unit under exhibition becomes inevitably a part of the unit, so that where it is possible to show objects with some relation to each other in close proximity the results are likely to be better than where entirely unrelated commodities are grouped within a very limited space.

### Colored Paper for Panels and Backgrounds

"Colored paper can be purchased in 25-yd. rolls and is better suited to panel and background work than crepe paper. Papier mache vases are convenient for decoration, and pedestals of wood covered with 'decorite' (a substance like plaster of paris but hardening more slowly) are very useful. Contrasts between old and new designs of apparatus and electrical home conveniences are always interesting, and in displaying polished ware, dull background colors should be used. In fact," said Mr. Morey, "I would keep away from yellow and orange as from a pestilence, in showing nickel ware. Blues, purples, dark reds and bluish greens are helpful. Backgrounds can be arranged very easily and cheaply by the use of wallboard panels, employing different colors at different seasons and always employing dull finishes on wood. The off season on mirrors as backgrounds has been declared to extend the year through."

Mr. Morey pointed out that if the value of an electrical appliance or its service is readily seen, it is good practice to put the price on the exhibited unit, but not otherwise. The smaller the store, the oftener it should change its window displays. Show windows in electric shops should be sufficiently closed in to keep the attention of the passer-by from wandering into the store interior. Intensive lighting pays in "pulling power."

So, to summarize; variety, repetition and unity are essential in window dressing. The arrangement of articles in the window should always be well-balanced and should concentrate on one particular thing or unit.

Background and window floor are also important both in their relationship to each other and in color. Displays should be changed frequently.



Did you ever open a mail order catalog without reading it? These windows filled with merchandise and with prices plainly shown have the same interest and the

same selling result as the catalog. Lenihan pays a high rent based on the large number of passers and his windows' job is to turn the passers into stoppers and buyers.

# "Answers to Questions Contractors Ask Me About the National Electrical Code"

First of a Series of Discussions on Wiring and Construction Problems, in Which Nationally Known Authority Will Answer the Questions of "Electrical Merchandising's" Readers—Send in Your Queries Now

## Connecting Large-Size Heaters on Branch Circuits

**QUESTION:** Is it permissible to plug in an electric heater of say 1,000 to 1,400 watts capacity on a branch circuit under the new Code rules? It is evident, of course, that such a heater would not blow the 15-amp. fuse permitted on branch circuits and would be perfectly safe so far as overloading of lines is concerned.

**ANSWER:** It is contrary to the Code rules to plug into a branch circuit any heater of more than 6 amp. or 660 watts. (Rule 811a). While a heater of 1,000 or 1,400 watts, if used alone, would not blow the 15-amp. fuse, it must be remembered, that there are eleven other outlets on the same circuit, any or all of which may be used at the same time as the heater. The rule is intended to permit the use on branch circuits of heating devices not exceeding the current requirements of the ordinary household flat iron, toaster, small heaters and similar devices of small capacity. Heaters of the capacity referred to in the question should be on special circuits.

## Right and Wrong Ways to Wire "Three-Way" Switches

**QUESTION:** Is the connection of three-way switches shown in the accompanying diagram (Fig. A) proper?

**ANSWER:** The connection as shown in Fig. A is in direct violation of Rule 1204 A which states that "three-way switches \* \* \* shall be so wired that only one pole of the circuit will be carried to either switch." The correct method of wiring three-way switches is shown in Fig. B.

## Is a Duplex Outlet One or Two Outlets?

**QUESTION:** How many duplex convenience outlets can be installed per branch circuit under the new Code rules? That is, does a duplex outlet count as one outlet or two outlets in figuring the 12 outlets allowed per circuit?

**ANSWER:** Rule 807a states that a "Branch Circuit" is that portion of a wiring system extending beyond the final set of fuses or circuit breakers protecting it, and at points on which current is taken to supply fixtures, lamps, heaters, motors and current consuming devices generally; such points



VICTOR H. TOUSLEY

Chief of Electrical Inspection, City of Chicago; Member Electrical (Code) Committee, N. F. P. A.

are designated as "outlets." The problem of the code rules on branch circuit capacity is to specify in the most workable manner the maximum load that can be used on the branch circuit. The difficulty of this problem is obvious. The number of sockets on a fixture may vary from one to six or more and lamps of from 15 to 250 watts capacity each may be used on any of these sockets. Heating appliances and motor operated devices may vary from the fraction of an ampere to the full capacity of the receptacle. It is evident, therefore, that the formulation of an exact specification for circuit capacity is almost impossible and it becomes necessary to resort to experience to determine the probable loading of the branch circuit. This question has been answered by the Electrical Code by the

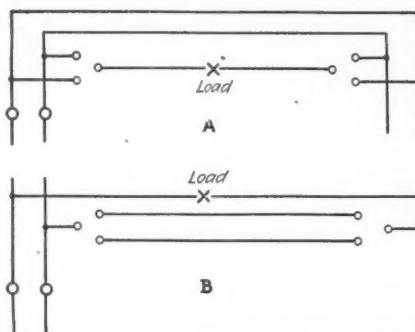


Fig. B shows the correct way for wiring three-way switches. Fig. A is a violation.

limitation of 12 outlets per circuit. The "outlet" is a point on which current is taken for a fixture, lamp, heater, motor or current consuming device. As a duplex outlet represents two points from which current may be taken for a lamp (portable), heater, motor or current-consuming device, such duplex outlet must be considered as two outlets in determining the capacity of the branch circuit.

## Pulling Wire Into Conduit—Lubrication

**QUESTION:** Is it permissible to use grease for the lubrication of wires to facilitate their insertion in conduit?

**ANSWER:** Grease or lubricating oils in any form should never be used on rubber covered wires or cables. Grease and oils not only have a tendency to destroy the impregnating compound in the outer braid of the wire or cable, but, if sufficient quantity is used, will ultimately destroy the rubber insulating compound. The effect of oils on the rubber of automobile tires is well known and the same deleterious action occurs where oil comes in contact with the rubber insulation of wires. In a properly laid out conduit system it should seldom be necessary to use any lubricant and a strict adherence to the provisions of the National Electrical Code will tend to eliminate the necessity for its use. Where, however, some form of lubricant is necessary, soapstone or talc should be used. Graphite is occasionally used, but care must be exercised otherwise it may cause leaks at joints or terminals of the wire or cable. There are now on the market compounds designed primarily for the purpose of lubricating wires for insertion in conduit. The claim is made that they contain no materials detrimental to the insulation of the wires. These substances have, not at the present writing been finally approved by the Underwriters' Laboratories.

## Number of Wires in Conduit

**QUESTION:** Is it good practice to install a number of wires in the same conduit?

**ANSWER:** Rule 5031 of the National Electrical Code limits the installation of wires in conduit "except by special permission" to the provisions of Table 1. There are serious objections to the installation of a number of wires in a single conduit. Where a group of wires

is pulled into a single conduit the insulating covering is liable to be damaged. With a group of wires in a single conduit trouble on one wire will usually communicate to the adjoining wires resulting in an accumulative arc which is liable to prove disastrous. Where even slight trouble occurs on one wire of the group it is necessary to withdraw all the wires to clear the trouble. This not only causes a needless expense to the owner but also results in putting out of service all the apparatus fed by the different circuits. It usually results in the making of a lot of unnecessary joints. As a general rule there is no economy in installing a number of wires in one conduit, the additional labor charge more than offsetting whatever may be gained by the use of a single conduit. The most serious difficulty, however, is due to the heating of the wires. Every wire carrying its rated current generates sufficient heat to raise the temperature of the insulation to approximately its safe operating temperature. Thereafter, the natural radiation of the wire dissipates the excess heat generated. To go above the safe operating temperature will ultimately break down the insulation of the wire. Where wires are grouped the wires in the center of the group not only cannot radiate the heat generated but are subject to the heat radiated from the wires which surround them. It is necessary therefore where wires are grouped to cut down to a considerable extent their allowable carrying capacity. All the above factors must be taken into account in allowing variations from Table 1 above referred to.

### "Weatherproof" Wire

#### Not Waterproof

**QUESTION:** What is weatherproof wire and where may it be used?

**ANSWER:** Weatherproof insulation as described in the National Electrical Code "shall consist of at least three braids, all of which shall be thoroughly saturated with a moisture-proof compound. This wire is for use outdoors, where moisture is certain and where fireproof qualities are not necessary." As stated in the Code, this wire is designed and intended for use outdoors and is the type of wire generally used for pole line work. However, its name, which is partially a misnomer, often leads to its improper use. The term "weatherproof" implies in the minds of many electricians the meaning "waterproof," but this is exactly what the wire is not. It is surprising how many electrical men assume that weatherproof wire is suitable for use in conduit in places subject to moisture or dampness. It should never be used in conduit and particularly in conduit in damp or wet places.

### Why Key Sockets Are Prohibited on Garage Trouble Lamps

**QUESTION:** Should a key socket be used on a portable light in a garage?

**ANSWER:** Key sockets are prohibited

for portable lights in garages by Rule 3303 B of the National Electrical Code which states that "Portable lights shall be equipped with approved keyless sockets of molded composition or metal sheathed porcelain type, the socket being provided with handle, hook and substantial guard." It is nothing short of criminal to make up a portable garage light using a key socket, particularly where the light is to be used in a garage containing gas cars. An intentional or accidental operation of the socket key while the lamp is in the proximity of gasoline vapor is very apt to ignite the fumes and, when a person is under a car when the accident occurs, serious and perhaps fatal burns may occur. In a recent accident from this source the person involved received very serious burns.

### Where Should Service Switch Be Located?

**QUESTION:** What is the proper location in a building of the service switch?

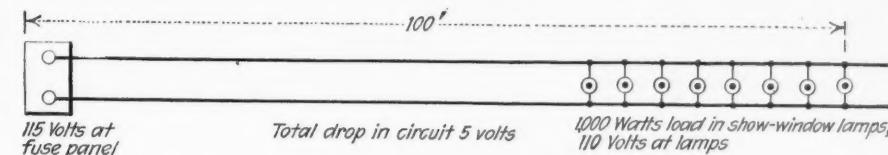
**ANSWER:** The primary object of a service switch is to cut off the current in case of an emergency. As the service switch always includes the fuse which protects the mains its location

permitted, we would overlook the factor of accessibility. A switch is most accessible to firemen when it is of easiest access from the ground level. This requires that the service switch be located on the first floor or in the basement. In apartment buildings and in residences the basement is the logical location for the service switch. It is accessible to firemen, tenants, janitors, meter readers and trouble men.

### "Drop in Voltage" and the Code

**QUESTION:** What reference does the National Electrical Code make to "drop" in electrical wires?

**ANSWER:** The question of drop or loss in voltage is not taken into consideration in the National Electrical Code as the matter of safety is not involved. However, the subject is an important one and should be kept in mind by the contractor or the person who lays out electrical work. Excessive drop results in a needless waste of energy, insufficient illumination or unsatisfactory operation of motors. The question of drop in the ordinary lighting circuit becomes of more importance with the change in the rule permitting 15-amp.



This illustrates how, with only 1,000 watts on a circuit of No. 14 wire, there will be a drop of 5 volts in transmission

in the mains must also be carefully considered. As an emergency device the location of the service switch should satisfy the following requirements: (a) It should be readily accessible to firemen. (b) It should be readily accessible to tenants. As a safety device it should be so located that the wiring unprotected by the fuse is a minimum. These factors form the basis for all the rules on service switch location. It is not always possible to exactly satisfy all of them so that the most important factors should be given first consideration. The three points mentioned may be assumed to rank in order of importance as follows: the amount of unprotected wire; accessibility to tenants; accessibility to firemen. In complying with the first of these points the rules will be satisfied where, on underground services, the service switch is placed at the service stub. On overhead services the service switch should be placed as close as possible to the point where the wires attach to the building. On underground services the question of accessibility of the switch sometimes demands that it be placed in some location other than at the service stub. For instance, where the service stub comes in a coal bin inaccessible to tenants or firemen. In the case of overhead services a minimum of unprotected wire would be obtained if the service switch was located on the second floor of the building but, if this were

fuses on branch lighting circuits. Assume the case of a store 100 feet long with the branch cutouts in the rear of the store and a circuit run to the show windows. With only 1,000 watts on a circuit of No. 14 wire, there will be a drop of 5 volts, or, in other words, lamps which should have 115 volts for proper illumination will have only 110 volts.

### Skin Effects on Large A.C. Cables

**QUESTION:** What is the meaning of "skin effect" and what bearing has it on ordinary electrical construction?

**ANSWER:** When an alternating current passes through a wire or cable its action varies from that of a direct current in that the current density is not uniform throughout the copper conductor but will be much greater in that part of the conductor farthest from the center. In a cable, for instance, made up of a number of comparatively small copper wires stranded together the amount of current in amperes flowing in those wires in the center of the strand will be much less than in those wires in the outer part of the strand. The effect of this action is to increase the apparent resistance of the conductor and cut down its carrying capacity. As a result it is not ordinarily good practice to use large cables on alter-

nating current work. Many good engineers never use over 500,000 c.m. cables and some never use over 400,000 c.m. cables.

### Grounding Chain-Supported Fixtures

**QUESTION:** How can chain-supported fixtures be effectively grounded. We have been having trouble with links actually insulating the fixture proper although the canopy is grounded.

**ANSWER:** Tests made on various types of new chain fixtures show that the protective finish on the metal actually insulates the chain links from one another. This occurs on fixtures that are lacquered and is particularly noticeable on fixtures having an enamel finish. As a result of this insulating coat on the fixture chain, the socket, or that part of the structure of the fixture supported by the chain, will often show an insulation from the ground even though the canopy of the fixture is properly grounded. This apparent defect is not as serious as might at first appear for with very little use of the fixture the lacquer will wear off and even with the heavier enamels the links will soon make electrical connection. An investigation of the matter of socket insulation on chain fixtures, however, brings out two frequent causes of such insulation. Very often, in installing the fixture, the flexible cord is drawn up so tight as to allow the weight of the socket and shade to come on the cord and not on the supporting chain. The links are separated so that some of them do not make electrical contact. This defect also usually disappears after the fixture has been in use a short time. However, care should be exercised in the installation and connection of the fixture to see that the weight of the fixture comes on the chain and not on the cord. Another common cause for failure to ground is due to carelessness in connecting bar hangers. In some of these hangers the fixture stud is used to fasten the box to the hanger and a failure to properly tighten up this part of the equipment may result in an ungrounded fixture.

### Limitations of a 15-Amp. Fuse

**QUESTION:** Do you know of any instance where a 15-amp. fuse has caused trouble? What about branch circuits ending in No. 18 lamp cords on fixture wire, having carrying capacities less than the fuse?

**ANSWER:** Trouble can and has occurred on circuits protected by 15-amp. fuses. No fuse of a practical working capacity can be considered as entirely free as a source of trouble. The fuse is intended to blow and cut off the current in case of a ground or short circuit. Electrical fires are generally caused by the arc which is produced by a short circuit or ground. The severity of this arc is, in a measure, proportional to the size of fuse protecting the circuit. for this reason one of the fundamentals of the Code rule on fusing is that the

fuse must be of the smallest capacity consistently possible. The present Code ruling on branch circuit fuses is the result of an evolution. Originally a 6-amp. fuse only was permitted. This sufficed so long as branch circuits were confined to lighting exclusively. With the increase in the use of household electrical devices the capacity was increased to ten amp. With millions of branch circuit fuses of this capacity in use no serious trouble was reported. With the further increased use of household devices, particularly the motor operated devices using a.c. motors, it became necessary for the Code to again take into consideration the question of utility and as a result the branch fuse was increased to its present capacity of 15 amp. Previous to this last change numerous tests were conducted to determine the possible destructive arcing which might occur on socket shells, fixture wire and cords protected by 15-amp. fuses with the result that very little difference was found as between the protection afforded by the 10-amp. and that of the 15-amp. fuse. As a fuse is so easily replaced by one of larger capacity it cannot be considered as a device to prevent the overloading of a wire. The provision, therefore, of a three ampere fuse in every circuit at the point where No. 18 fixture wire or flexible cord is attached would not only fail in the protection of this smaller wire but would be utterly impracticable, and the promiscuous use of these fuses would introduce more hazards, from the fuses themselves, than it would eliminate.

### Making Traveling Salesmen Feel at Home



"Traveling men are invited to make use of these trade papers and magazines. Take a folder to mail them back in." This invitation is posted on the wall, in one corner of the office of L. P. Moore, electrical contractor, Wilmington, Del. The salesman in the black suit is Eddie Wolsfeffer, John Y. Parke Co., and the man reading *Electrical Merchandising* is Clyde M. Blazer, of American Beauty fame.

### The Electrical Salesman Who Used Pennies for Fuses

**QUESTION:** Is it proper to use pennies for fuses?

**ANSWER:** This is, at first glance, a perfectly absurd question and requires no answer, at least to those conversant with the requirements of the National Electrical Code or with the first principles of safety in electrical construction. However, there are many who do not qualify under either of these latter specifications and these are not entirely confined to what are commonly termed "laymen" as the following incident will clearly show. Recently a fire occurred in a dwelling house, causing a loss of something over \$1,000. An investigation showed that an extension lamp wired with telephone wire had short circuited. The plug fuse in the branch circuit had been replaced by pennies and a safety pin had been substituted for the cartridge fuse in the service switch. The installation was, therefore, without any fuse protection and the short circuit resulted in the damage above mentioned. A further investigation showed that the overfusing of the circuit had been done by a salesman, in the employ of an electrical concern, who was selling washing machines. When the washing machine was being demonstrated the fuse had blown and the blown fuse was promptly replaced with a penny by the electrical salesmen. The salesman, who had previously been in the employ of a railroad as a brakeman had desired to better his condition and, according to his own statement, had started in on the sale of electrical appliances with no knowledge or instruction of any kind on the subject of fuse protection.

### Raceways in Concrete Molded with Rubber Tubing

**QUESTION:** A European practice being introduced here provides making raceways for wires and cables through concrete floors and walls by laying in rubber tubing during the pouring of the concrete. Then, when the concrete has hardened, the rubber tube is pulled out, the tube stretching and diminishing its diameter sufficiently to allow it to be easily withdrawn. Rubber-covered wires are pulled directly into this opening without other protection. Does this form of construction infringe the Code?

**ANSWER:** The form of construction described does not conform to the Code requirements. This is an entirely new form of construction in this country and before it could be recognized in the Code, would have to be submitted to the committee on new developments which is a sub-committee of the Electrical Committee which formulates the Code. This sub-committee was created for the purpose of investigating just such methods as that outlined above. The committee will give full and impartial consideration to any matters coming within the scope of the committee's jurisdiction.

# Selecting and Training Salesmen for a "Better Lighting" Campaign

Results in Final Analysis Depend Upon Individual Solicitor, So San Francisco Company Set Up Means to Educate Likely Prospects—How Contractors and Dealers Profited

**I**N OUTLINING the plans for an intensive campaign to increase local store lighting in the San Francisco district, the sales department of the Pacific Gas and Electric Company came to the conclusion that the burden of success in any such effort rests upon the individual salesman. There must, of course, be adequate support in the original analysis of the market and in paving the way for his calls, but once the prospect is in his hands, it rests with his knowledge of the lighting field and his selling tactics whether the goal is attained. With this in mind, the campaign was focussed upon the selection and training of the corps of salesmen.

Although the power company sells no illumination equipment and does no wiring, it was decided that the employment and direction of the men who did the selling should be in its hands. The jobbers and contractor-dealers of the community co-operated to the fullest extent, however. In working out the details, it was found practicable to assign one salesman to each of the jobbers involved, selecting them by lot. The jobber on his part assisted in training the men and furnished literature and sample equipment. The contractor-dealer estimated the jobs and installed the equipment which the salesman sold.

#### Sifting Out the Best Material

The method of selecting the men was that of sifting out a long list until the available material had all been considered. An advertisement brought numerous applicants who were first interviewed by the personnel department of the power company. Those who passed this inspection were sent along to another department for interview. After passing through four hands, comparisons were made and it was found that the same five men had been selected by all four interviewers. A

suitably in their selection.

It may be interesting at this point to note that several different types of training and experience were represented in the group, one of the men being an experienced salesman with, however, very little knowledge of electricity, two university graduates in electrical engineering without selling experience, one a power salesman with considerable experience, and the other a technical man with some special knowledge of illumination.

These men were now submitted to a two weeks' course of training to fit them for their special work. An advisory board of experts had been chosen from the lighting industry to assist in the training and also be available in a consulting capacity when needed later by the men in the field. It was necessary to make the selection of these men from among

the ranks of illumination experts and at the same time to avoid anyone whose business connections would later open him to charges of partiality. The selection finally fell upon two illumination engineers from different lamp companies, two representatives from manufacturers handling other lighting equipment and a representative from the power company. This group worked out details of a selling plan and decided on certain policies affecting the methods and sales talks to be used.

#### Temporary Schoolroom Fitted Up in Basement

In the meantime, suitable quarters had been selected to be used for the training course. A basement room was fitted up with a telephone, desks and chairs and a large table for drawing. A blackboard was added for the convenience of lecturers, and a sample line of typical interior and

#### What Five "Trained" Lighting Salesmen Accomplished in San Francisco

Every day one hears of "selling drives" and advertising campaigns falling flat because the man who crossed the customer's threshold "couldn't deliver." Recognizing this fact, the Pacific Gas & Electric Company, in outlining its plan to increase local store lighting, gave major thought to the selection and training of the salesmen, who after all must bear the brunt of success or failure in door-to-door selling. Evidence that the sys-

tem was practicable and

successful can be gleaned from the following figures:

Of 1,367 stores called upon and given sales talks on better lighting, 268 were sold.

Total amount of fixtures sold . . . . .	\$12,669.31
Total amount of wiring sold . . . . .	8,220.24
Total amount of lamps sold . . . . .	2,776.99

Total jobbers' and dealers' share . . . . .	\$23,666.54
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Estimated added monthly revenue (conservative) central station share, \$1,745.95.
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window lighting equipment which had been loaned by the various dealers, was installed. This made an admirable demonstration room where the theory and practice of modern lighting could be visualized by the salesmen.

The training itself consisted of a series of lectures and demonstrations, together with practical application. The bulletins published by lighting manufacturers were used as textbooks, together with the Illuminating Society's material on illumination design and store illumination.

The following schedule gives the lecture course for the first week of the training course:

<i>Monday</i>
Initial meeting of all personnel in campaign.
Distribution of text material.
<i>Tuesday</i>
8:30 to 9:00 a.m.—Opening talk, department manager.
9:00 to 12:00 —Salesmanship, illumination engineer.
1:00 to 2:00 p.m.—Preparation for lectures.
2:00 to 5:00 —Window lighting design.
<i>Wednesday</i>
8:00 to 9:00 a.m.—Review, quiz, questions.
9:00 to 12:00 —Store lighting design.
1:00 to 2:00 p.m.—Applied sales.
2:00 to 5:00 —Store illumination sales arguments.
<i>Thursday</i>
8:30 to 9:00 a.m.—Review, quiz, questions.
9:00 to 12:00 —Sales experience on actual prospects in company with jobber salesman.
1:00 to 2:00 p.m.—Sales review.
2:00 to 3:00 —Practical problems.
3:00 to 4:00 —Selling window illumination.
<i>Saturday</i>
9:00 to 12:00 a.m.—Advisory talks to all students by each jobber's representative.
1:00 to 4:00 p.m.—Recital and criticism by students themselves.

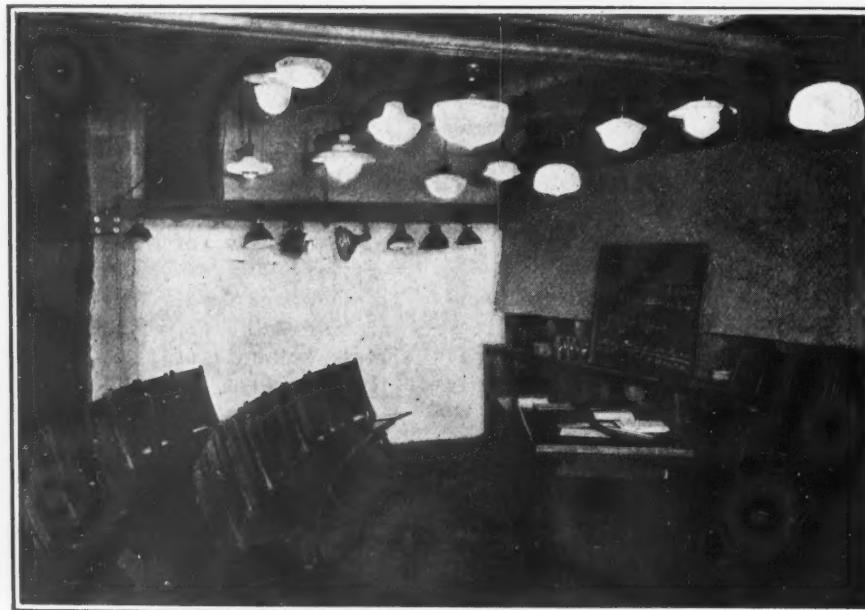
Following the class room work a preliminary tryout was made in a residential district where the stores were made up of small groceries and markets. It was felt that here they

would meet with the greatest sales resistance and would acquire excellent training for their later approach to the more important stores of the down town section. The remainder of the two weeks was spent actually in the field, although under strict supervision and with regular reports to the advisory board.

The method of carrying out the campaign as outlined by the advisory board was designed to care for any problem which might arise. Previously a survey of the city had been made, covering all districts. This had taken the full time of two men for two weeks. They had visited nearly 3,000 stores and had listed some 1,500 names as being the best prospects for sales. This information was entered on cards, showing name, class of business and the item concerning which the salesman was to interview the merchant.

#### Sales Letters Pave Way for Salesmen

Strong sales letters were sent out to the prospects during the week preceding the visit of the salesman. Five cards were given to each man per day. Upon visiting the premises, he would make out the remaining data and if the prospect was good, make a sketch of his store on the back of the card, noting as well the existing lighting equipment. At this time the date for the next call was definitely fixed. In all these interviews, the salesman represented the power company as a lighting expert, giving service to the consumer.



Temporary schoolroom fitted up by the Pacific Gas and Electric Company for a class of new "better store lighting" sales-

men. So proficient was the week's instruction that two men who had never before made a sale soon took the lead

Following this first call, a proper lighting system for the store was designed and a bid secured for the installation from one of the co-operating contractor-dealers. This was then presented to the merchant and the salesman helped close the sale of equipment by the dealer.

#### Salesmen Also Handle Service Complaints

At the end of each week a report was made to all those who were co-operating in the campaign. The director of the campaign went carefully over the list of each salesman and noted the status of each active prospect. If a prospect had been given up, his card was placed in a separate file, to be later called upon by the power company's sales engineer. Several of these hopeless cases resulted in very satisfactory sales.

This schedule was not always followed exactly, of course. Several merchants replied immediately to the sales letters and set their own time for an appointment. Others had some minor complaint of service or bills which was handled courteously by the salesman, regular blanks being given him for the purpose of filling in such complaints. These were handed in to the company each night and handled promptly the next day, so that, far from being hindrances to a sale, they often paved the way to a better understanding.

An idea of the results of the campaign is to be obtained from the following figures:

2,404 stores surveyed.
1,367 called upon and given sales talk on better lighting
268 sold.
Jobbers and dealers.
Total amount fixtures sold..... \$12,669.31
Total amount wiring sold..... 8,220.24
Total amount lamps sold..... 2,776.99
Power company.
Total amount additional connected load, 274 kw.
Estimated monthly revenue (conservative) \$1,745.95

It is interesting to note that the popular theory concerning the necessity for previous sales experience was not borne out by the results of this campaign. In checking up on the records of the individual salesmen, it was found that one of the university graduates without selling experience had made the best record and that the next best was the man with a technical background and some understanding of illumination problems but without sales experience. Both of the experienced salesmen were at the bottom of the list.

**Tell "Listeners-in"**

# How to Improve Summertime Reception



*Satisfied Customers Are a Big Asset for the Electrical Dealer—  
These Helps Will Keep the Dials Turning All Summer Long*

**R**AADIO DEALERS are the "shock troops" needed to battle with the summer slump and its arch-conspirator static. Broadcasting stations and manufacturers are in the rear but are furnishing high-voltage support and ammunition so that the sales curve will not be dented. One big task in the campaign is to keep disappointment from making inroads on the fan's judgment as to summer reception. If the sets in the homes aren't being used, the dealer's stock won't move. To this end, the radio section of the Associated Manufacturers of Electrical Supplies, has issued a list of suggestions for improving hot-weather reception. The dealer will find it valuable as a basis of a broadcasting lecture, window cards, or sales talk. It follows:

**Examine terminals, renew batteries and tubes.** Whether your radio receiver is to be used at home, at the seashore or in the mountains, see that the connections are gone over and tightened up, that weak batteries are replaced and that good tubes are installed.

**Build an efficient aerial.** In camping with a radio, if your receiver is one of the antenna type, erect your aerial wire from the camp to a branch of one of the tallest trees nearby. If thunderstorms are preva-

lent, it will be found advisable to erect an additional antenna not over ten to twenty feet off the ground. This type of aerial is not so readily influenced by atmospheric disturbances. The long low aerial or the loop type of receiver will give marked relief from static.

#### **Give More Care to Rheostat and Coupler**

**Adjustments.** Whether you use a receiver which operates from a loop, or a receiver which operates from an antenna, the sensitivity of the receiver should be reduced in times of atmospheric disturbances either by reducing the filament temperature or by "loosening the coupling," so that the best results might be obtained from your local stations. On the other hand if atmospheric conditions are good the filament temperature should be readjusted to normal so that the sensitivity of the receiver might be increased.

**A Ground Connection for  
the Camp.** See that you have a good ground connection when the aerial is used. If such can-

not be obtained at the camp or at the seashore, the equivalent of a good ground connection can be had in the use of a piece of wire 100 to 200 feet in length laid over the surface of the ground and directly underneath the aerial.

#### **Protect Set from the Elements.**

The receiving apparatus in camp should be duly protected from the weather. A moderate amount of moisture and dampness may not interfere with the operation of the average type of receiving set, but at least the set should not be allowed to get wet by exposure to rain or inclement weather.

**Moving Set Means Changed  
Tuning.** Remember that the electrical constant of aerials erected at the seashore or in a camp, may be quite different from the electrical constant of the aerial used with the same set at home. This means that stations formerly heard at home will not come in at the same point on the dials in the camp. It should not be difficult to locate new positions for such sets after the first evening's operation.

#### **Check Up on the Headset.**

Be sure that the headset cord is not worn, that the connections are tight at the back of the headphone and that the caps are screwed down tight.



# Back Up Your Selling with Newspaper

The Progressive and Prosperous Companies Listed Below Use Newspaper Advertising as the Heavy Artillery in Their Hot-weather Sales Campaigns

## Some Suggestions for Fan Ads

Good fan advertising copy has been run by R. H. Macy & Company, of New York:

"Electric fans create all the illusion of those famed 'ocean breezes' which tempt so many people to vacation resorts. In fact, we think that the electric fan has it 'all over' the said ocean breeze, for it is much more ambitious—and, need we say, effective—in its efforts."

"Concentrated ocean breezes within the privacy of one's sleeping quarters may be had from a good, strong electric fan. Nothing like it."

"A cool sleep is the only antidote we know for hot waking hours. The only trouble is that as soon as the mercury begins to familiarize itself with the upper regions of the thermometer so many people sacrifice their slumber on the altar of temperature. It's all wrong, sufferers, it's all wrong!"

## Educating the Public to the Uses of Outlets



One of a series of ads run by The United Electric Light & Power Company, New York City, to tell the public that "electric outlets are designed to provide the utmost in electrical convenience." The ad is a real educator in that it both tells and illustrates the uses of wall, baseboard, floor and electric outlets. It supports the contractor-dealer by suggesting, "Consult an experienced electrician concerning your electric outlet needs."

"It's wrong to lose even a moment of peaceful, health-inducing sleep while this store is full of breezy electric fans and other heat chasers."

## Calling the Public's Attention to the Job

The size of an electrical job was graphically presented to the public by the Trenton Electric Supply Company, of Trenton, N. J., in calling attention to the fact that it supplied the wire, conduits, wiring devices and electrical fixtures for the new addition to the Broad Street National Bank Building, as follows:

"Do you realize that in this addition there are about 13½ miles of conduit and approximately 25 miles of wire, making a combined length of about 39 miles, or the distance from Trenton to Rahway, or five miles beyond Philadelphia?"

## Making "Dollar Days" Pay Their Advertising

Dollar Days are becoming so common and so frequent that it is difficult to inject novelties into the advertising of them. However, they can be used for the purpose of impressing the name of the electric company on the public, as well as for merely listing bargains. In Burlington, Ia., the Home Electric Company and other concerns took a page of newspaper space in which to display the trade mark signatures of their firms.

## Another Way to Let Your Newspaper Help Sell

Do any of the newspaper "columns" in your town invite "Way Back When" contributions from their readers? This contribution in a Chicago column suggests the germ of an advertisement:

"Do you remember way back when office employees did not know about electric fans in the summer time?"

## Where to Get Illustrations for Your Ads



When the Tri-City Electric Company, Moline, Ill., wanted to lay out an ad that would be sure to attract attention, they took a copy of *Electrical Merchandising*, cut out the cartoon shown above, and had their printers reproduce it. This is only one of many ways in which dealers can put their copies of this journal to work.

## Lehigh Contractors Have New Kind of Electrical Page

The Lehigh Valley Electrical Association had been running the usual kind of an electrical page. The whole thing spotty and inharmonious making twenty simultaneous bids for attention. Almost as confusing to the reader as twenty salesmen would be, all talking at once. The public served by this Association needs education in the matter of getting a reliable wiring job and paying a proper price for it. So does the public everywhere. But this Association has set out to educate its public. And the money heretofore spent in haphazard electrical page advertising will in the future be used in this effective and dignified manner to create, by education, a public demand for good wiring.

The plan has already been tried elsewhere and found successful.

# er Ads—13 Dealers Who Do, with Profit

By Advertising They Reach Out for New Customers Beyond the Range of the Show Window, Particularly Where Specialty Selling Is Concerned

## When You Advertise Dirtless Muss-less Wiring

Not every householder realizes that progress in electric wiring has been such that work can be done nowadays without as much fuss and muss as in the olden days. The Davis Electric Company, of Greensboro, N. C., is aware of this and advertises:

"Do you know that we can wire your home from top to cellar without disturbing the wall? You'd hardly know that anything had been deranged, so skillfully do we do our work."

## A Good Resting Place for the Antiquated Broom



A big trash can filled with discarded brooms and sweepers illustrated the newspaper ad of the Southern Illinois Light and Power Service, Litchfield, Ill. The caption read: For this month only, we will allow \$1 for your old broom, \$3 for your old carpet sweeper, and \$5 for any old vacuum cleaner as part payment on a new Blank cleaner.

## "Monday Motoring"—Washer Ad Calls It!

"Monday Motoring!" was the title of an electric washing machine advertisement run by Miller, Powell and Watson, of Peterborough, Can., to feature its exhibit of washing machines at the motor show.

"No more need for the housewife to say, 'I haven't time' or 'I'm too tired' when a Monday motor trip is proposed.

"No longer is there need for a day of drudgery over the washtub—a washer gives you more time for recreation and insures you being in condition to enjoy yourself."

## Picturing the Uses of Kitchen Lighting Units

The Calumet Electric Shop, 11115 Michigan Avenue, Chicago (Roseland), recently ran a kitchen lighting advertisement beginning: "The best recipe—to lighten kitchen labor is a good kitchen light. Most every culinary task is done with your face to the wall and your back to the light; hence any low-hanging, unshaded kitchen light makes annoying shadows and blinding glare."

The tendency of house-wives now is to use card index cabinets for recipes. Why not show an index cabinet in the window with a picture of a kitchen lighting unit pasted on a card lying on or near the cabinet?

## Familiar Messages to Public on Appliance Service

In connection with a series of popular newspaper "talks" on the service of electricity in the modern home, the Hartford (Conn.) Electric Light Company has presented a number of pithy messages to the people bearing upon appliance applications, house wiring, customer ownership, etc. These advertisements are written by Miss A. M. Baker, secretary to vice-president Samuel Ferguson, and are all signed "Electra," a pen-name selected for the series at its beginning about a year ago. The intent of these messages is to talk to the people in a neighborly fashion, much as a progressive corner grocer would discuss his latest products with his customers. The typical advertisement reproduced herewith shows how effectively this job is being done.

## Mary and John Wire Their New House

In wiring any house, as in many things in life, it is the attention to details that makes for comfort and convenience.

### The Laundry

Starting with the cellar, they decided to have sufficient lighting outlets on the ceiling to give good general illumination, with at least one of the cellar lights controlled from the switch at the head of the stairs. Ample provision was made in the laundry for the connection of labor-saving devices, a convenience outlet being installed for the washing machine, because it is often desirable to be able to iron while the washer is in operation. One additional outlet was provided also for the ironing machine.

### A Carpenter's Bench

Another of John's dreams came true when he had a carpenter's bench installed in the basement, on which he is to have a  $\frac{1}{4}$  h. p. motor to work for him, and a glue pot, electrically equipped, when he can make use of it in making or mending "Things." This is John's hobby. Are you going to criticize him for having one? Many a problem of the business world has been thought out by the "Johns" who have relaxed while they played with file and saw.

### Step-Saver Switches

On the first floor of the house it is possible, through little things, to add to the convenience of the electric wiring. For example, a light over the front door, or on the porch ceiling, operated from a switch mounted on the outside of the house, just high enough to be out of reach of prankish children. This same light is to be controlled by another switch indoors, so that it may be used to welcome the visitor, or light him safely on his way out. The lower hall lights are to be so wired that they may be lighted or extinguished either from the upper or lower hall. These switches, known as three-way switches, are truly step-savers.

*Electra*

The original phrasing of the series, the brevity of each advertisement and the commendable practice of covering but one subject at a time, have attracted much popular interest. Usually these advertisements are changed twice a week and are run in a local evening daily.

## What Other Merchants Spend for Advertising

The following figures have been issued by the Harvard University Bureau of Business Research, showing the average advertising expenses in various lines of trade for the year 1922:

For retail grocers the average advertising expense was 0.3 per cent of net sales. For shoe retailers it was 2.3 per cent, varying from 1.0 per cent for firms with sales less than \$30,000 to 3.8 per cent for firms whose sales were over \$250,000. In the retail jewelry trade the average expense for advertising was 3.1 per cent.

In department stores, with sales less than \$1,000,000, the advertising expense for space was only 2.1 per cent; in stores with sales from \$1,000,000 to \$10,000,000, 2.9 per cent; in stores with sales of over \$10,000,000 the percentage was 3.2 per cent.



This lunch wagon was the beginning of a now prosperous electric refrigerator business. From it the owner, Arthur F. Kane, Poughkeepsie, N. Y., sold \$22,331 worth of domestic electric plants.

## Lunch Wagon That Sold Electric Refrigerator Idea

Proprietor in a City of 40,000, Sold 75  
Domestic Electric Plants as a Side Line

**A**LUNCH-WAGON anchored against a business building, where you stop for a bite on the way home and where the owner gives you a selling talk on electric refrigeration while he cooks your eggs.

This is the place in Poughkeepsie N. Y., where Arthur F. Kane, in less than two years, sold a total of \$22,331 worth of domestic electric refrigerators. Having found there is money in it and having accumulated a list of several hundred prospects, Mr. Kane has now sold his lunch business and is opening a well-located store where he will devote his entire time to selling electric refrigerating plants.

The beginning was made when Mr. Kane, as a lunch-wagon proprietor, decided that if there was any way of getting rid of the iceman he was going to find it. He had heard of electric refrigeration but he could not find any one in town who could

tell him about it. He wrote a lot of letters and made a trip to New York and finally placed his order and got his plant.

The refrigerator in his lunch-wagon was set tight up against the range and the ice used to melt away to the tune of \$22 a month. The new electric refrigerating system cost Kane \$18 in monthly payments and \$7 for current. And it kept the food as ice never had.

### Had Prospects Before He Started

Of course he talked about it and so did his customers and men stopped in to eat a sandwich and see the electric icemaker. He found that there were other men in town who had heard of the electric refrigerator and who were interested to the point of buying, if only somebody would try to sell them. Kane figured he knew more on the subject than anybody else in Poughkeepsie,

and wrote the manufacturer for the local agency. There being no other applicants he got it. Then he put a glass door into his refrigerator and began to work for sales.

One of his behind-the-counter sales methods was this: When he served his prospect with some boiled ham he would ask the prospect if it was good, and tasted fresh. On being told that it was, he got in a selling talk on the dry cold of the electric refrigerator. The ham had been in the box for three weeks and if the prospect would ask his wife how long boiled ham would stay fresh in an ice box, he would find that in three days it would spoil.

He made a practice of never quoting prices until he had estimated the cost of installation. When he was asked for a price he got the prospect's address and went out and measured the old refrigerator and looked the job over and made his price to cover transportation and installing.

Mr. Kane did not rely on the casually picked-up lead. From the first he set out to build a prospect list from all sources. He watched

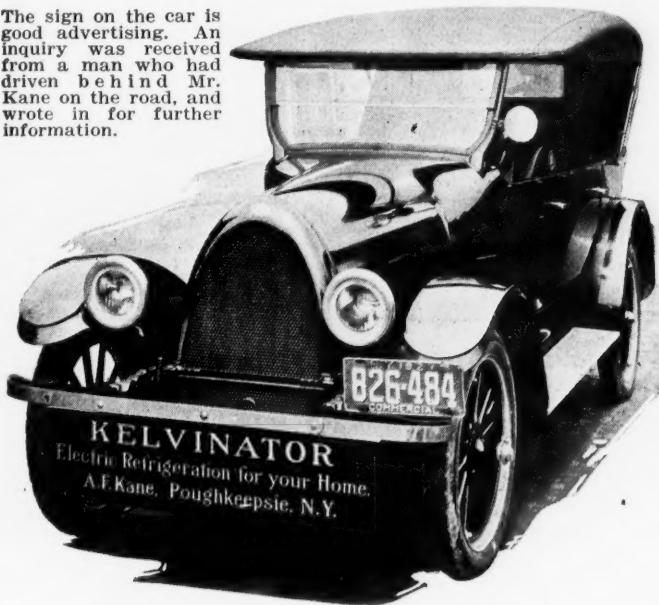


real estate transfers and has found that a good time to sell is when a man has bought a house. He got in touch with builders and architects and spent his off-hours in the new sections of town where good houses were going up. His experience has been that it takes about six months to close a prospect. People are slow to decide to install electric refrigeration but once installed, every customer is a salesman.

#### Installed Twenty-four in One Building

It was at the end of his first year's work that Mr. Kane made a sale that has greatly advertised electric refrigeration in Poughkeepsie. An apartment house of a very modern type was being put up and

The sign on the car is good advertising. An inquiry was received from a man who had driven behind Mr. Kane on the road, and wrote in for further information.



the builder, after long solicitation, gave Mr. Kane an order for twenty-four of his refrigerating plants. When this building was completed and occupied, and while it was still an object of live public interest, Mr. Kane had moving pictures taken of this refrigerating installation together with the equipment he had installed in the home of the Mayor of the city, and of his lunch-wagon and its refrigerator. This film was shown in the two leading theatres in Poughkeepsie.

One of the direct results has been that two apartment houses built since, each of six apartments, have installed electric refrigeration. It is worth noting that the builders of these houses have found it profitable to furnish electric refrigeration in apartments renting for sixty-five dollars a month.

#### Electrical Dealers Who Are Making Money—and Why (VII)

### "Careful Planning Will Give Net of 7½ % on Sales"

Says Merchandiser Doing \$150,000 Business—  
Results of Following Out Sales Schedule and Budget

**I**N AN Eastern city of 95,000 population there operates an electrical contractor-dealer who for many years back has consistently done a *profitable* business in electrical appliances and installation work. During the past year or so, however, his business has strongly tended toward retail merchandise sales, until now the appliance end constitutes three-quarters of the total annual sales volume and it pays.

On his gross sales of \$150,000 a year, a net profit of 7½ per cent or \$11,250 is realized for the owner, after paying salaries (at market value) to all employees, including the owner himself. The personal modesty of this successful businessman forbids *Electrical Merchandising* mentioning his name, but the following interesting facts

about his business in February, 1923, intending to do electrical construction and to sell all kinds of electrical goods that could be handled profitably. The construction force was built up to a gang of ten men within six months. This is considered about the best size for the purpose. It enabled the concern to keep away from "low-profit" work where competition is on a price basis only. The aim is to have this branch supply from 20 to 30 per cent of the total business.

Radio was expected to be an important part of the business, so two lines of sets were put in stock, one in the low-price field and the other the best in the market. A full line of radio parts are carried, care being used not to have more than one make of similar parts and to keep the assortment complete but simple.

#### Radio Leading Line

Radio sales average from 40 to 50 per cent of the total business and are about evenly divided between complete sets and separate parts. Washing machines and vacuum cleaners are also pushed vigorously. About four hundred of these appliances were sold the first year, supplying about 25 per cent of the total business.

The balance of the business is made up in the retailing of wiring supplies, heaters, fixtures, portable fans, lamps, and miscellaneous electrical goods. The cash sales made in the store amount to about 15 per cent of the total business, and from twenty-five to fifty cash customers are sold daily.

The monthly sales have steadily increased. The last quarter year was over \$50,000, which is as much business as can be handled to advantage with the facilities available. A substantially uniform net profit has been maintained amounting to 7½ per cent of gross sales.

The annual inventory turnover is 6.1 times.

The annual capital turnover is 5.6 times.

The average of accounts receivable is 1.23 months' sales.

A sales schedule and budget were

#### Installation Crew Numbers Ten Men

The store is located on the main street, two blocks from the best retail district. It measures 18 feet by eighty feet, with two good show windows and contains fifteen feet of glass show cases, wall shelves, and ceiling racks for forty fixtures. About half of the store is used as sales room, the office and stock room occupying the rest of it. Stock is also kept in the basement and upper floors. The store had previously been used for a glove and millinery business which was not successful.

The present management opened

made up to start with and have been kept to, except as to the rate of development, as the necessary personnel for the organization was got together faster than anticipated.

Before starting, membership was applied for in the Electragist Association and their system of cost records, bookkeeping and estimating is used. The sales helps of the Society for Electrical Development are also employed. Both newspaper and direct-mail advertising and personal solicitation are used to stimulate sales.

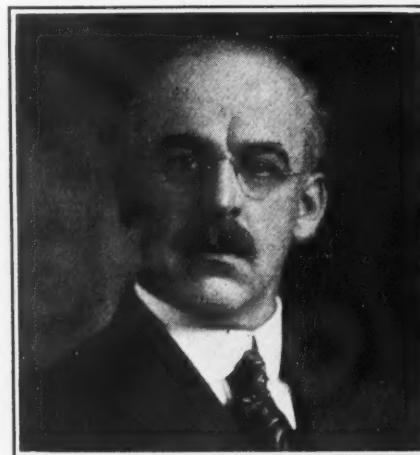
#### A Store Policy That Wins Friends

The Electragist code of ethics and practice are adhered to as closely as possible. Everyone employed in the company tries to do his or her job so the customer in every case will want to come back for more. Most of the selling effort is directed to create new business, as distinguished from efforts to get business away from other concerns.

"Although the community was well supplied by the electrical trade before, we have procured a satisfactory volume without aggressive competition or price cutting," explains the head of the firm. "In fact, our competitors sometimes send us business which they cannot handle to advantage. We adhere strictly to list prices for resale and avoid giving discounts except for resale purposes, or on obsolete and surplus stock.

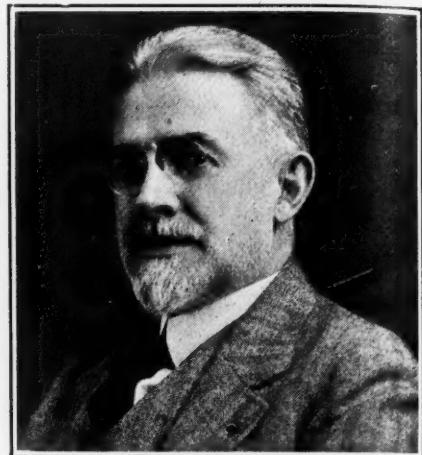
"No novel or unusual methods are employed and most of the well recognized principles for trade of

### Men Who Are Directing the Activities of the Society for Electrical Development



W. E. ROBERTSON, Director

Gifted with the power of seeing broadly and thinking clearly, William E. Robertson, general manager of the Robertson-Cataract Company of Buffalo, has brought into the councils of the industry a constructive and co-ordinating influence. He has been a manufacturer, a contractor and a retailer, all in the electrical industry. As a graduate of Cornell University and the Buffalo Law School, he entered the electrical business in 1898 with his brother, James D. Robertson, and in the following year became a partner in the Robertson Electric Construction Company. He is today general manager of the Robertson-Cataract Company and vice-president and general manager of the Robertson Electric Construction Company. He is the representative of the electrical jobbers on the public-policy committee of the N. E. L. A.



H. L. DOHERTY, Director

Although today an outstanding figure in the electrical, gas, and petroleum fields, and the directing head of corporations representing many millions of capital, Henry L. Doherty, president of H. L. Doherty & Company, and many other corporations, started life humbly. At 12 he was a newsboy. At 20 he was an inventor and gas engineer. At 25, he was manager of a public utility plant. At 27, he was manager of a group of such properties. At 34, he was head of a concern of his own. At 40, he controlled an immense corporation and by the time he had reached 47 he was a real power on Wall Street, controlling 100 gas and electric companies reaching nearly every state in the Union, and having oil holdings the second greatest in America. Mr. Doherty's properties include the Cities' Service Co.

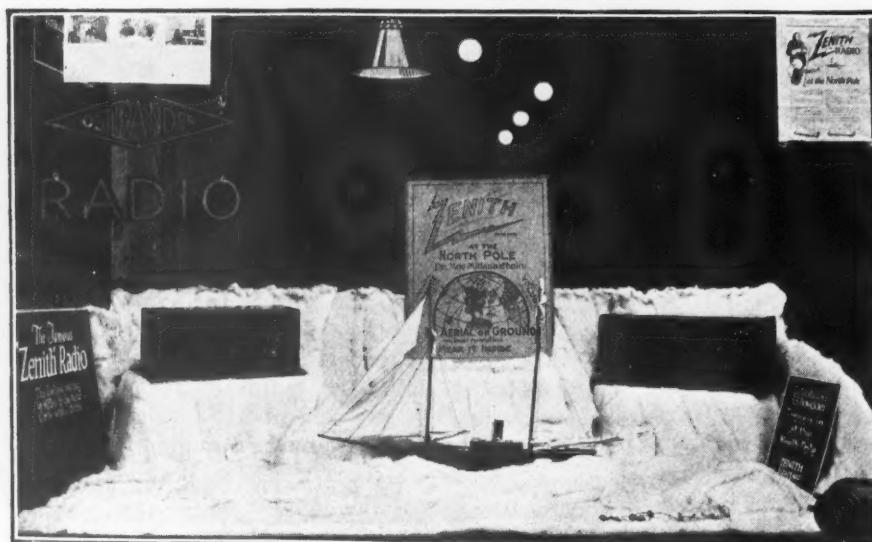
this kind are carried out. A similar result can always be expected in this line of business when the enterprise is properly planned and the plan properly carried out. Perhaps the most important policy enforced can be described as the intention to treat all customers alike—and to

treat each one as if he were the only customer we have."

#### AN ELECTRICAL DEALER WHO IS MAKING MONEY; A STATEMENT OF HIS INCOME AND EXPENSES FOR 11 MONTHS

Charge sales	\$120,296.02
Cash sales	14,829.48
Cash discount	2,031.70
Cost of sales	101,243.66
Salary and commission	13,617.66
Store and office	4,360.14
Advertising	1,928.79
Insurance	279.00
Automobile	914.52
General expense	995.49
Earnings	11,410.30
	\$137,157.20
	\$137,157.20

#### Another Tie-in with the News of the Day



The McMillan polar expedition holds a great fascination for the radio public. This window display of the W. R. Ostrander Company, Inc., New York City, suggests to passers-by that the set on display will

enable purchasers to hear from the far-north explorers. The miniature ship on the window floor, which is covered with cotton batting, gives a realistic effect of the frozen north.

#### Pryor Author of the White Bag Campaign

The story of the White Bag Campaign told in pictures in the pictorial section of the May issue of *Electrical Merchandising* has created a large amount of interest and brought forth many inquiries. For the benefit of anyone who desires to study in detail the ingenious plan of this White Bag Campaign—the plan was devised and the campaign was first conducted by E. V. Pryor, in Wausau, Wisconsin, then commercial manager of the Wisconsin Valley Electric Company, who has copyrighted the plan. His address at present is 3610 East Tenth Street, Kansas City, Mo.

# Electragists Protest Present Appliance Margins as Being "Insufficient"

Association's Merchandising-Policy Committee Proposes Plans of "Consignment Stocks" and "Deferred Compensation" for Trade

AT THE annual convention of the Association of Electragists held in Washington in October, 1923, the following resolution submitted by W. Creighton Peet was passed:

"Be it Resolved: That the convention having shown such a marked interest in the subject of merchandise distribution, and compensation for services rendered, it is recommended that the president appoint a special committee of three, from the floor, to make a study of these two subjects, and report its findings to the executive committee at its next meeting."

\* \* \*

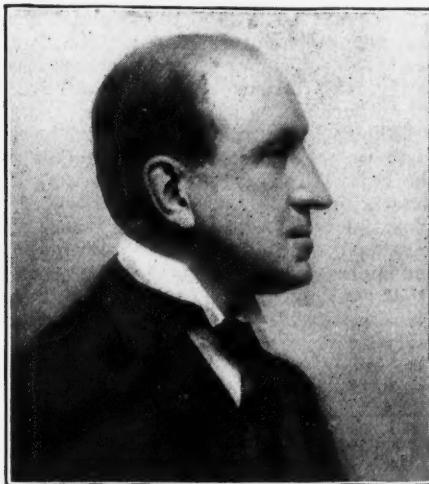
Your chairman recognizes the magnitude of the task given to him. At the outset he wants to announce that the recommendations and suggestions offered to the industry in this report are offered only in the hope that they may be the starting point for a unity of thinking among all the branches and may result in the final action to produce a more economic distribution and a fairer reward for those who perform the functions necessary for that distribution. No one group of the industry can do these things unaided nor can all together accomplish them overnight. But if education can be made widespread regarding the fundamental principles of distribution until each group and each individual understands its responsibility and the economic penalty for failure, the evolution can be brought about.

#### Compensation for All Factors

Such fundamental principle is seen in the long established custom in the older trades of the recognition of the functions of the various factors in distribution, with provisions through proper differentials for the various classes, so that adequate compensation will be given for the rendering of service important to such distribution, to the end that each class may have an equal chance to develop and that there may be encouraged among all classes the greatest possible service to the public.

Another important fundamental principle of distribution has been laid down many times in the statement that for the same kind of service, rendered under similar conditions, all classes of retail distribution should receive the same compensation. Your committee feels that this is an ideal much to be desired and deserving of serious study.

Manufacturer, wholesaler, central station and contractor dealer—all have



W. CREIGHTON PEET  
Chairman Merchandising-Policy Committee,  
Association of Electragists, International

an important and necessary place in the process of distribution, and each interest must recognize the interests of the others and make due provision for all points of contact, or constant friction and dissatisfaction will continue.

The right of any one of the several factors in distribution to sell to whomsoever they please is undisputed, just as the right of any one of the several factors to buy where they please must be accepted, but if in asserting this right any one of the factors ignores the functions of the other groups upon whom they look for a continued performance of service throughout the greater part of distribution, they are breaking down the incentive of the other groups to give that service, and distribution and service to the public suffers.

Several definite problems of unbalanced distribution were presented to the committee, which it has attempted to analyze. Your committee does not expect to present a definite answer for each of these problems, for the final solution of them can only be brought about by the united thinking and action of the industry. But the committee feels that utmost publicity should be given to these problems until there is aroused an industrial conscientiousness which will dictate to each factor and individual in the industry the proper ethics of business conduct.

Taking up each of the problems the committee presents the following facts for consideration by the industry:

1—That manufacturers and whole-

salers are selling direct to consumers materials and equipment that require the functions of the electrical contractor to install, placing the burden of responsibility for satisfactory operation on the contractor through whom in the normal course of business the sale should be made.

2—That manufacturers and wholesalers are selling direct to consumers materials and equipment to be installed by the consumer, where the consumer is not competent to make installations.

3—That wholesalers, receiving a maximum differential on all goods handled by them, such discount being designed to be divided between themselves and the retailer, are using that maximum discount to perform only a retail service on a part of their sales, thus setting up false standards for the basis on which actual retail business can be operated at a profit.

4—That many jobbers are extending lines of credit to contractors and dealers not commensurate with the responsibility of such customers, thereby encouraging speculation by inexperienced men and creating an unfair and an uneconomic competition that is demoralizing to the established business.

5—That lack of definite sales policies on the part of the larger manufacturers and jobbers and their salesmen is responsible for a lack of confidence on the part of the contractors and retailers.

6—That the margins of discounts to retailers on many lines of goods, especially appliances, are insufficient to cover the cost of adequately serving their communities and leave a fair compensation; and

7—That such insufficient margins of discounts to retailers on many lines are encouraging those who can do so to seek wholesale discounts on various pretexts, thereby still further upsetting the balance of distribution through an unequal compensation.

\* \* \*

Two systems of merchandise distribution were presented for the consideration of the committee as answering some of the problems of retail distribution today, and these the committee presents at this time for further study by the industry. This first is:

#### The "Consignment Stock" Plan

The adoption of the "Consignment Plan" for handling all appliances from manufacturer through the jobber and retailer to the consumer, similar to the lamp distribution plan familiar to all lamp dealers today.

The advantages of this plan are first, the ability to establish fair prices at which all sales are made to various classes of customers, and second, the certainty of an equal compensation for the same kind of service rendered under similar conditions for all classes of distributors.

#### Objections to Consignment Plan Overcome

The objections are the practical problems of financing such tremendous volumes of consignment stocks, and the problems of intricate accounting which would result from the keeping of consignment stock records on the many lines handled. If the consignment plan is the answer to many of the distribution ills of today doubtless practical solutions of the financing and accounting problems could be found by each individual manufacturer for his lines, just as the lamp manufacturers have established their distribution methods. Study is needed as to the effect of this plan on individual initiative and creative ability if applied to all classes of merchandising.

The second plan presented may be termed the "Deferred Compensation Plan." Under such a plan the manu-

facturer would establish one discount to all classes of distributors for an equal amount of business, whether jobbers, central stations, contractor-dealers or dealers; and an additional compensation for jobbing service, i.e., for distribution of the manufacturers' goods to the retailer for resale, should be given only when that function is actually performed and the original compensation has been passed on to the retailer.

This plan requires that every distributor, whether jobber or retail-jobber, should keep separate accounts of retail and jobbing business. Such a plan would encourage the actual physical separation of jobbing and retailing or at least separate cost accounting, and bring nearer the much to be desired result.

The retail counter in a jobbing house sets up false standards of the cost of both jobbing and retailing, creating an overhead for the jobbing business that demands differentials higher than are necessary for an exclusively wholesale business, and giving the impression that retailing can be conducted on margins below the true cost of adequately serving the communities with retail stores.

It is realized that accounting and other problems may exist in the carrying out of this "Deferred Compensation Plan" but a careful study of it should be made by the industry to determine its possibility for bringing about an improved merchandising situation.

#### Hope to Awaken Industry to Problems

This preliminary report of your special committee has been prepared in the earnest hope that it will produce an industrial consciousness of the many problems in our merchandise distribution today.

It is hoped that the united effort of all groups in the industry will be directed to solving some of these problems; that through such an agency as the Joint Committee for Business Development we may present the case to the representatives of all the groups, who in turn will carry the message back to their respective groups and the individual factors within their groups, until the entire industry is thinking clearly on these questions.

Clear thinking on the part of the individuals interested in economic distribution will solve the problems of merchandising.

## "Can Average Man Make a Go of Merchandising Electrical Appliances?"

Comments from Readers of "Electrical Merchandising" on Mr. Gilchrist's Statement That An Independent Business, Selling Appliances Exclusively, Cannot Possibly Prosper Under Present Set-Up of Margins and Discounts

**I**N THE June issue of *Electrical Merchandising*, pages 4354 to 4356, there was abstracted the address delivered before the N. E. L. A. by John F. Gilchrist, chairman of the Association's Merchandising Policy Committee, and vice-president of the Commonwealth Edison Company, Chicago, in which Mr. Gilchrist asserted that present discounts and margins on appliances are insufficient to give independent electrical dealers a fair profit.

"It is impossible for the average business man, under average conditions," said Mr. Gilchrist, "to establish a business exclusively devoted to the sale of electrical appliances and make a go of it. From coast to coast in this country today there is hardly an instance of such a business being successfully conducted independently of other businesses, and the few that, because they are managed by men of very superior ability, are apparently successful, are not making anywhere near the amount of money which the same brains and energy devoted to most of the old-line businesses would result in."

"Electrical merchandising is a business which involves more expense than

the average merchandising operation. In the first place, the people have to be educated to the value of the appliances. The appliances must be demonstrated to them and, finally, a certain amount of servicing must be furnished in order that the apparatus may properly perform its functions until such time as the purchaser has become sufficiently familiar with it to give it intelligent attention; therefore, expenses are higher than in ordinary businesses, and the margins must be higher, if the distributors and retailers are to cover their expenses and have any profit left.

#### Can Dealers Really Make Money?

"Thus," concluded Mr. Gilchrist's address, "we have found that independents could not succeed in a business consisting exclusively of the sale of appliances and, in my judgment, the interests of everybody in the business dictate that we should get at the bottom of this affair, find out whether anybody could really make any money in this as an independent business."

Since the publication of Mr. Gilchrist's address, other comments have been received from various branches of the industry. Some of them follow.

#### Sound Economic Structure Should Be Established

**H. P. DISBECKER**

President Doric Electric Company, New York; Chairman Electrical Appliance Division, New York Electrical Board of Trade

A survey of the facts in regard to the marketing of electrical appliances shows conclusively that it is impossible to conduct such a business successfully under present conditions and proves the statements made by Mr. Gilchrist before the N.E.L.A. to be correct in every particular.

The excuse for the deplorable merchandising condition of the electrical appliance industry has been repeatedly given that "It is due to the youth of the business." It is true that manufacturing and distribution have been developed to a high degree in a short space of time, but there is no excuse for large manufacturers continuing to ignore the manner in which the merchandise is absorbed. There is no reason why this business should not be conducted in a healthy manner similar to other lines of manufacture and

it certainly is time to inject some merchandising brains into the plans of distribution.

Manufacturers are now employing high powered executives whose principal function is to hurl large quantities of goods on the market, irrespective of the manner in which the merchandise is assimilated and regardless of the well-being of the outlets which are so necessary. A business can never be successful until each link in the chain of distribution is in a healthy condition and strong enough to bear the load.

The manufacturer creates a differential, insufficient in the first place, the selling price is nationally advertised and then, through the jobber, loads up the dealer, who is supposed to sell at this advertised price. The manufacturer and jobber then sit back and watch the dealer destroy this meagre differential, which he is compelled to sacrifice through competition, service and other factors. As a result, the dealer is unable to pay his bills and the manufacturer complains loudly that the electrical dealer is incompetent and unfit to sell electrical appliances. We hear continually of discussions in the trade journals in regard to the ability or inability of the contractor-dealer to sell the consumer. The answer is plain that neither he nor anyone else can sell successfully until a sound merchandising structure is established. When this is accomplished, the right type of individual and capital will appear without being sought. This has been demonstrated in all lines of business.

#### Manufacturers Would Benefit

It is inconceivable that the large manufacturers should sit idly by while the dealer's differential is dissipated in the manner mentioned. The economic waste is unpardonable. The more sound and efficient business structure which would result if the dealer could realize the differential would be reflected in better credits, more profit for all concerned and better service to the public. That which is now wasted would function in the greater development of the business.

A potential business of \$5,000,000,000 should create some activity in the minds of the large manufacturers and cause them to take immediate steps toward improvement of conditions.

They should first include some practical merchandise men in their establishments, who understand and who are willing to recognize the conditions existing. After a proper differential is created the jobber must supervise his dealer trade and enforce the merchandising plans thereby causing the dealer to make a fair profit. The manufacturer is in a position to exact such service from a jobber and should discontinue jobbers who fail to so function. Another step would be that touched upon by Mr. Gilchrist. It is time that central stations discontinue their destructive policies of merchandising, which have been encouraged by some manufacturers. They must merchandise upon the same healthy conditions as the trade in general. The practice of sacrificing appliances for the sake of current consumption

defeats its object. More appliances will be sold under general healthy conditions than under this forced and un-economic method.

It may be necessary to break through the ranks of the advocates of strong-arm distributing methods now surrounding the manufacturer and induce him, for his own interest, to employ some regular merchandise men, but with champions like Mr. Gilchrist this should not be a difficult matter.

### Present Merchandising Profits Not Worth Effort Spent

W. J. BALL  
Manager Tri-City Electric Company,  
Moline, Ill.

Mr. Gilchrist's address only confirms opinions based on facts that we have known for a long while.

Electrical dealers are advised to pay more rent, move into good locations, invite business by good window displays and increase our service, but while all these things may show results in the volume of business done, and also help the net profits, we can fairly state that the net profits that we show at the end of the year, on merchandising business, do not warrant the effort spent to get it for its value alone.

Why should the furniture dealer get 50 per cent and 20 per cent discount on a Morris chair, for instance, when we can get only 30.5 per cent on an electric washer? The washer is as hard to sell, takes about the same rental space and must be sold by a salesman on a commission. Take talking machines, they are luxuries and have been easy to sell comparatively. They carry a good worth-while discount. The manufacturer of Morris chairs and talking machines was never so short sighted as to guarantee these articles "forever" either, as far too many of the manufacturers of electrical appliances are doing. Why shoulder the dealer with the maintenance of such ridiculous guarantees?

We have heard many sales talks by representatives of the best electrical manufacturers on merchandising, but they are all more or less narrow and self-centered. For instance, one thinks about all the dealer has to do is sell Mazda lamps, your shelves and counters should be full of the "pretty yellow or blue cartons," as the case may be, and the manager should talk, eat and sleep lamps. His phone never rings, he has no bills to bother him, nobody ever comes into his store, except to buy lamps. Then they have the nerve to tell us that lamps are "like sugar in the grocery store." They are not. Try to cut the price on them, as the grocer does on sugar, and use them for a leader for a Saturday sale, and see what happens. Our business has been fairly successful, and we believe it is largely due to our not taking the manufacturer's ideas of merchandising too seriously. We would much rather listen to talks and advice from other merchants in other lines of business who know how to draw people into their stores. We have a

club plan for selling washers and cleaners, which is very successful, but what is really needed is a better margin to work on, and if the manufacturer of electrical goods does not wake up to this fact very shortly, he will find the dealer gradually stocking refrigerators, gas stoves, oriental rugs and merchandise of other kinds that do allow him to make a profit. The best thing about the dealer is that he is not guessing today. He has figures and knows.

This letter is based on figures of several years, and you may know that when we sell \$6 of electrical goods per capita in a city of 32,000 population, in a year, that we are not asleep on our feet. We are right now considering some other lines, not electrical, that will be worth while, and which will leave a profit after deducting our selling costs.

### Average Contractor Should Not Try to Be Dealer

CHARLES L. EIDLITZ  
New York City

I agree with Mr. Gilchrist's statements but I go a little further, however, in that I do not believe the average contractor has any merchandising ability and that he should confine his efforts to construction work. There are of course here and there men with a knowledge of both construction and merchandising but these are the exception and they are very few at that.

The contractor can sell lamps and make a profit, but the central stations must not compete with him by offering these to their consumers at less than the price fixed by the lamp companies for their dealers' resale.

### Store Cannot Be Operated at Present Discounts Without Loss

CHARLES M. BELTZHOOVER  
Beltzhoover Electric Company,  
Cincinnati, Ohio

Twelve years ago we opened our retail electrical store. Eleven years ago we discovered that the discount allowed on electrical appliances was insufficient to pay the cost of doing business, and we have been harping on this subject ever since.

Three years ago we quit the washing-machine business for reasons previously given. Two years ago we quit the electric range business for the same reason. During the past eleven years it is true that the volume of the available appliance business has increased, but the costs that enter into retailing have also increased in like proportion, so that while an electrical retailer today may be doing a greater volume of business, he is doing it at a smaller percentage of profit, if any at all.

We maintain and insist that the overhead incidental to the electrical appliance business is similar to that in the jewelry business and that a like mark up should be enjoyed by the electrical dealers.

Just to drive home this thought, last year we had an offer from a different line of business in which they desired to lease our store, and the rental which we could have obtained would have amounted to more than the profit we made in operating the store as an electrical appliance department.

We insist that no manufacturer or jobber can operate an electrical store to-day charging the store at the dealer's price and selling at the dealer's price without taking a loss.

### Present Discounts Don't Cover Dealer's Overhead

JAMES F. BURNS  
Schenectady, N. Y.

My opinion on the present electric appliance situation is that the dealer's discount is too small to encourage him to go out and get the business. It is too small even to cover his overhead expenses. We have proven this to be so in our own store.

### Present Margins O.K. If Dealer Will Sell Harder

GEORGE E. KELLOGG  
Kellogg & Bertine, Retailers, New York City

I do not agree with the statement that "under the present set-up on appliance margins the average dealer cannot possibly 'make a go' of electrical merchandise selling."

Many dealers are now making "a go" of this business and nearly all could, if proper methods were used.

The average profit on appliances and devices runs between 35 and 40 per cent, which should be sufficient to provide a fair margin of net profit if the business is operated with courage, caution, and common sense.

I do agree, however, that with the expense of operation, as shown by the average of the ten central stations, of about 40 per cent, it would be impossible to make money with the present set up of prices. However, with an increase in the margin of profit obtained by increasing list prices would come an increase still further in the cost of selling, and the net result would be no better. The remedy lies not in raising the margin of profit, but in reducing the percentage of expenses to a reasonable figure.

The problem of the dealer and that of the central station is different in that the dealer must make his profit at the time of sale, whereas the latter secures considerable if not all of its profit after the sale, thru current sold.

I note a wide difference in the percentages of expense for selling, as shown by the ten central stations; the highest being incurred by the company doing the largest volume of business, and the lowest per cent by the company doing the smallest business. In the first instance, however, while money was lost on the sale of appliances, which no doubt ran into the thousands, the company secured for

itself a large income for years to come on the sale of current to operate them. The second company mentioned above which had the lowest percentage of expense and did the smallest volume of business made a good profit on its sales, but secured for itself a considerably smaller income from the sale of current to supply the devices sold which probably ran into the hundreds only.

It is my belief that the central stations can hardly expect to sell appliances at a net profit, in quantities sufficiently large to satisfy them, as to speed of load increase, and indeed if they sell a reasonably large quantity of appliances and break even I believe they will have accomplished good results for themselves.

The dealer, on the other hand, must make all of his profit at the time of the sale. This he can do owing to his lower cost of selling. He does not have to make large sales of appliances in small spaces of time, which adds tremendously to the cost of selling, and by properly proportioning his appropriation for expenses of selling with the results he can reasonably expect, he can at the present margin of profit make a success of his business.

It is evident that the dealers in electrical appliances, almost as a whole, neglect to spend enough for "selling," while the central stations in most instances spend too much, and too unwisely.

We all know that the railroads will take us from New York to Chicago in about 30 hours for about \$20, which seems reasonable. For \$40 they will, on some trains, put on more power and get us there in about 20 hours, which is also reasonable and desirable to many of us. No doubt by increasing the power of the train still more and clearing the tracks of all other traffic they could get us there in 15 hours, but the cost of doing this would be way out of all reason and few could be induced to pay for such speed a sum large enough to enable the railroad to make a profit. For the sake of speed, they would have increased their costs beyond the point where a profit could be made.

It is possible to sell in a given time, in a given locality, a fairly definite number of appliances, at a given expense. It is possible to sell a larger number of appliances in the same time, in the same locality, by increasing the expense per sale. The larger the volume of sales required in a given time the larger the expense must be per sale, until if still further speed must be had, sales must take place at a loss.

The dealer cannot go beyond the point where increased volume in a given time means no profit on sales.

The central station should not, as money lost on sales of appliances, means a drag on the profits from power sold.

I believe the sale of appliances can be carried on successfully by both dealer and central station at the present margin of profit, if enough power in selling is used by the dealer, and not too much power by the central station.

### Retail Price Must Be Set Higher to Give Net Profit

N. G. HARVEY  
President Illinois Electric Company,  
Chicago

I agree in the main with the ideas and statements made in Mr. Gilchrist's recent address on the subject of "prices and discounts sufficient to give dealers a reasonable profit," as well as with other addresses he has made for the past year or so on the same subject. The work he is doing should certainly be appreciated by the dealers and jobbers, as well as all others having to do with merchandising in the electrical industry and, I believe, deserves more active support than I have noticed from jobbers and dealers.

In my opinion he is exactly right in his idea that manufacturers should abandon entirely their present practice of establishing and advertising retail prices, or better yet, establish a retail price high enough so that the discount given to the dealer will leave a margin of net profit.

I must say, however, that I am doubtful that the average figures given for the eleven central stations would fairly represent conditions in operating strictly merchandising establishments of moderate or small size, especially those managed by the owner. In other words, I think the strictly merchandising institution directly under the control of the owner would, on the average, be conducted somewhat more economically and efficiently than the merchandising departments of central stations, as indicated by the figures given.

Another factor that ought to be considered in encouraging electrical retail merchandising is the policy of the central stations as well as all other branches of the industry in making it possible for the retailer to handle all items of merchandise, especially the most important one — incandescent lamps—at a profit.

### More Effective Methods by Retailers Will Solve Situation

O. F. ROST  
President Newark Electrical Supply Co.,  
Jobbers, Newark, N. J.

The problem is one which it is difficult to solve, because the whole proposition was started on the wrong basis. The manufacturers have set their list prices and have advertised them to the public, and have left the dealers and distributors margins more or less to chance.

Every manufacturer is scrambling to get as much business as he can, and in that scramble he trims prices down to the lowest point, always making sure that he himself gets his cost and overhead, and leaves the difference between that and the list price to take care of the dealer and distributor, no

matter how large or small that difference may be.

Where these conditions have existed almost from the inception of the industry, and where the public mind has been educated to a point where it expects certain electrical appliances for a given amount, it would be very difficult to change things by increasing list prices all along the line in order to provide sufficient margins for the dealer and distributor.

There are two possibilities which might be considered as possible remedies. The one is in the manufacturers, through greater efficiency, reducing their cost prices and passing on the savings thus effected to dealers and distributors. Competitive conditions in the industry will work against any likelihood of this being done.

The other possibility is in having the efficiency of the dealers and distributors increased to a point where they, through more effective merchandising methods and closer application to their job, succeed in earning a profit on the margins as at present provided. This latter is the one channel through which a remedy might be effected.

The entire question is one to which I have given a great deal of thought, and when I have surveyed the problem from every angle, I have always come back to the same answer, namely—that only the dealer and distributor himself can remedy a condition which was brought about by the wrong start, but which it is now too late to remedy in any other way.

## More Economical Distribution, Turnover and Volume Needed

T. C. RUSSELL

President Russell Electric Company, Chicago

Statistics recently compiled show how eleven central stations with 1923 merchandise sales of ten million dollars showed a net loss of \$440,000, having made expenses only two months of the year.

Therefore we must raise appliance prices so as to give dealers a bigger discount sufficient to let him out with a reasonable profit.

It sounds like the Public Utilities Commission speaking, doesn't it? But fortunately, or unfortunately as the case may be there is no Public Utilities Commission for the appliance manufacturers. They don't enjoy a natural monopoly, nor are they selling an every day necessity. The law of supply and demand holds full sway and the relentless law of the survival of the fittest makes short shift of those who make mistakes. It would be impossible to get unanimous action from manufacturers in a matter of this kind and without such unanimous action it would simply be suicide for some manufacturers to attempt such a policy.

From the viewpoint of the writer, the retail prices of most electric appliances are too high today and the spread is also too great. We must remember that the public is the one to be

served and whether this manufacturer or that jobber or dealer makes a success of their business is of no interest or concern to the public. The only thing they care about is the service they get. These are the hard cold facts and we might as well face them.

In the business world profit is a by-product of service. If a combination of manufacturing and distributing factors attempt to get an excessive spread in prices, or putting it another way, if their distribution costs are excessive, then they are not performing good public service and they simply pave the way for someone to come along that does work out economical distributing facilities enabling them to get the same product to the customer for less money and they being of much better service to the public get a much better reward in the long run. Or putting it otherwise, they stay in business and succeed while the wasteful methods fail.

Notice the great growth of the chain store idea and the mail order business. More economical distribution is the keynote of their success and the only hope of the ordinary dealer trade in combating these growing institutions lies not in their getting a larger spread but in their reducing their business costs and applying sound merchandising methods so that they can actually do business on a smaller spread.

We hear a great deal nowadays about the straight electrical shops being forced out of business, and there is hardly an issue of a trade paper that comes out that does not discuss the number of new electrical merchandise outlets and the increasing percentage of the total volume being done by them. Now most of these stores make a good profit on merchandise bought at from 30 per cent to 40 per cent off the selling cost. What happens when they buy at longer discounts?—they cut the price.

\* \* \*

Relentless competition forces all margins to a minimum. The firm which increases retail prices to overcome unbalanced costs is not serving well and the relentless laws of business soon close his doors.

At one time we cut the selling price of a curling iron in half and sold it below actual cost. The volume didn't double—it increased fifty fold and before long we were making more money than we had dreamed of before. The profit on an individual sale was very slight, but the tremendous volume made the total profit very much worth while.

The answer lies in turnover and volume. Here is a hard nut to crack. You can't get consistent turnover and volume without attractive prices and you can't name prices that are attractive to the consumer and still make a profit unless you have volume. It is a vicious circle and the business house that wants to break in has got to make a sacrifice in one place or another.

The statistics quoted at the head of this article are supposed to show or prove a number of things. I admit that the statistics quoted at the top of this article represent an unsatisfactory condition, but I maintain that the remedy suggested is worse than the

disease. Now that we have the figures some very definite suggestions and conclusions are possible. In most places where there is a large central-station store devoted exclusively to the merchandising of appliances, you will find an independent store sometimes right next door that is doing a mighty fine and profitable business. Now if the independent store wanted to make a great big showing and occupy ten times the space that was necessary for the economical conduction of his business, he could not expect to succeed and yet when the central station does this very thing, what right have they to charge all of these extra expenses on to the cost of selling appliances? It is a very fine thing for the industry that many central stations are making these lavish displays, but in the name of reason why don't they charge all these excess costs to their general advertising and good will where they belong? These lavish displays are an important factor in selling the electrical idea to the consuming public and they are a stimulus to the business of every appliance dealer in the town. For instance: The New York Edison Company is doing this very thing in the way of display of appliances to the everlasting benefit of their business and the electrical idea in general.

Now I challenge anyone to say that the New York Edison Company is a charitable organization or that it is losing money. It would not carry out this policy if it was not a paying proposition and if it pays, it will pay every other central station and if it pays other central stations, why the Sam Hill don't they give the credit where it is due and not try to charge all this advertising and business-building expense to the cost of selling appliances?

## Compare Central Station Figures with Department Store Costs\*

GEORGE A. HUGHES

President Edison Electric Appliance Company, Chicago

In December, 1922, *Electrical Merchandising* published a Survey of Operating Expenses of Department Stores, reported by the Harvard Bureau of Business Research.

May I suggest that you publish a detailed comparison with this report of the N. E. L. A. accounting committee on merchandising expense of eleven central stations? I would suggest that the figures be compared item by item so that central stations may have the opportunity to check up their own business with that of representative merchandisers who have succeeded in the field of merchandising competition.

The report mentioned in your letter frankly states that the figures are theoretical and that they do not represent actual results obtained, but estimate what they would have made or lost as independent businesses.

\**Electrical Merchandising* will republish the Survey of Operating Expenses of Department Stores in the August issue.

# Window Display Suggestions That

**"He Who Hesitates, Buys" Is the Slogan of the Up-to-Date Merchant Who Uses Originality in His Window Trims to Attract the Crowds Going by the Store—Here Are Ideas That Have Helped Pull Business**

## Telling the Story with Window Cards

Of course the electrical retailer ought to use all the good show cards and display signs and similar advertising helps obtainable from the manufacturer of his lines, but can well go farther and make up a variety of his own cards which can be used to give snap to the store and to his displays, putting some of his own individuality into them.

If no one in the store is handy with marking brush or crayon, it is easy to make neat, well-printed signs that will have an attractive appearance by using a set of rubber stamp letters with ink pad and guide. Such outfits can be bought from the stationer for a small sum, and white bristol board does not cost much. As a matter of fact, the reverse side of many of manufacturers' show cards, after the face has become

soiled, is available for self-made signs.

The question of what to say to make a snappy card for store or window use may be partly solved, or solution helped, by the following suggestions in the way of short sentences:

A few dollars installs this bedside light.

These fixtures will outlive you and me.

Let us make your home handsome with attractive fixtures.

We'll make your lighting fixtures the pride of your heart.

What is home without a good reading light?

Our wiring always complies with insurance regulations.

Ask us how to put that extra light where you want it.

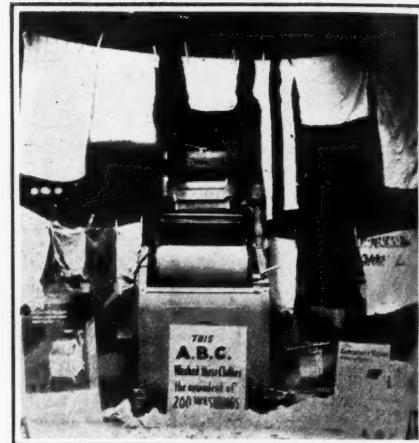
As much light as you want where you want it.

Put on these lamps and watch the reduction in current used.

Carry a flashlamp in your automobile.

Is your kitchen light enough?

## "These Clothes Were Washed the Equivalent of 200 Times"



Just how easy an electric clothes washer is on clothes was strikingly demonstrated in this window display of the Wisconsin-Minnesota Light & Power Company, Rice Lake, Wis. For demonstration purposes, some cheap garments were bought and washed in the machine for ten days—or an equivalent of 200 times. At the end of that time, the only article that showed any wear was an inexpensive breakfast cap with a silk top and a lace edge. This striking proof of the gentleness with which a clothes washer handles clothes, was well capitalized by the company in the above display.

## Old King Tut Is Still in the Public Eye



The valuable idea of tying in window displays with important events in the daily news is ably illustrated by a clever fan window arranged by McCarthy Bros. & Ford, Buffalo, N. Y. King Tut and his queen, fanned by an Ethiopian slave wielding a large feather fan, were shown in the background. In contrast to the "old time" layout, two electric fan display cutouts,

several fans, and an explanatory card were set up in the foreground. The card read, "In King Tut's time, keeping cool was an expensive, laborious, exclusive luxury. Today, thanks to the Westinghouse electric fan, it is a universal, easy, and inexpensive aid to comfort and efficiency. We have them in many sizes. Let us deliver a breezemaker to you today."

Want a porch light installed at small cost?

How about a lamp for the piano player?

Cook your breakfast right on the table.

No contract too big for us to do it right.

We welcome small jobs. No electrical repair work stumps us. No job so small we don't want it.

Add beauty to your home with new fixtures.

Save your eyesight with properly placed reading lights.

Light all night in the bathroom for a cent.

Any oldstyle lamps in cellar or closets eating up too much juice?

Want your store window lighted like this one?

Dark corners in stores slow down sales. We'll fix 'em.

A farm with a lighting plant is worth more money.

Want to sell your farm? Install a lighting plant.

Bumped heads and stubbed toes may be prevented by an extra light.

# Introduced Dealers to Passers-by

**Given Two Dealers Similarly Located, Both Equally Resourceful and with Corresponding Merchandise, the One Who Consistently Carries the Better Window Message Is Invariably the More Prosperous**

## Tying Up the Window with Local Activities

Familiar scenes that are close to the interests of passers-by will draw attention to electrical window displays as no other setting will. In San Bernardino, Calif., the site of the annual National Orange Show, where the residents always enthuse over beautiful scenery, the Field Electrical Company has a store whose windows are never without a setting symbolical of something close to the hearts of the people. Miniature orange groves, for instance, showing mountain backgrounds, are frequent themes for displays.

Some of the most successful of the windows used have contained no electrical merchandise whatsoever, and on certain occasions the owner believes that the electrical interest should be frankly subordinated to the "story" of the window. It is true that a display of this type seldom brings direct sales, but the public is subconsciously drawn to the window and a state of mind is created in the onlooker which results in prestige for the firm.

Such a window was that of the three wise men on their camels which marked the Easter season. Another occasion which resulted in one of the most successful window effects was the visit of the circus to town. The window on that occasion was transformed to a miniature circus, with an appropriate merchandise display. Small articles alone could be used in this window, as a wild animal circus was to be made the dominant feature of the arrangement. The National Orange Show was the occasion for a window which not only attracted crowds throughout the time that it was displayed, but took first prize in the window display contest, competing with the largest department stores in the city.

This window was a miniature reproduction of the orange show itself. Being in a position to know in ad-

vance what the decorations would be, Mr. Black worked for two months preceding the exhibit on this window which was complete in every detail. As one looked down on the miniature, he saw a continuous arcade of mission arches around the outer walls with a low overhanging tile roof — beyond miniature oranges banked at an angle of 45 degrees. Above the oranges was a panorama of the San Bernardino mountains. Around the promenade, miniature California bears were placed on pedestals—and in the center of the arena were the feature exhibits of the show, including such novel features as a miniature electric fountain, etc. The whole display was elevated to a height of about three feet, the space below being lined with oranges, to give the effect of a pedestal of oranges. Above the whole was a large emblem of the Sunkist trademark done in cut glass jewels upon which four spot lights with color screens were focussed. Over 150 flash-light lamps were used in the miniature exhibit, mostly for flood-lighting and spot light effects.

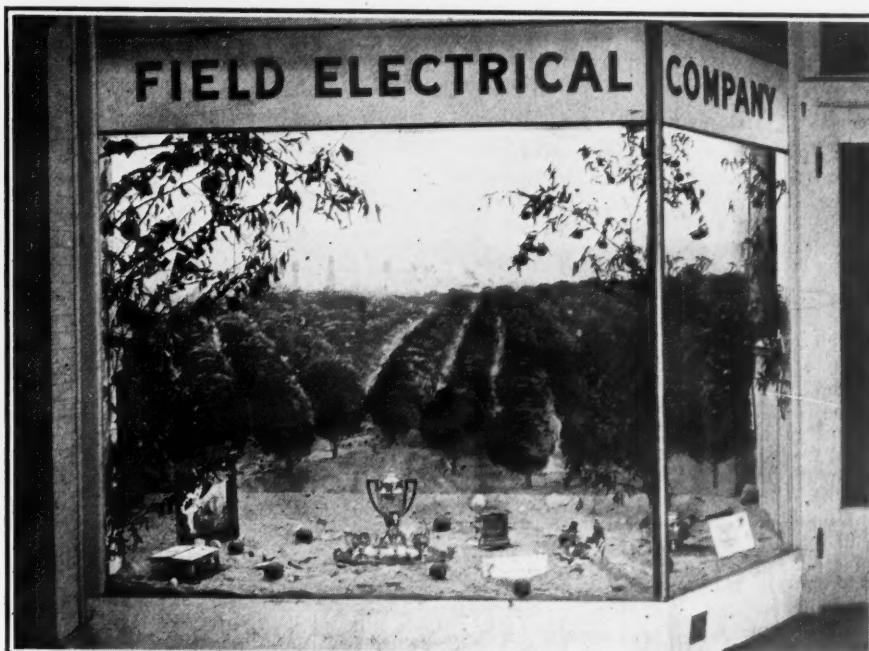
## Window Cards That Tell a Connected Selling Story

A radio window that effectively tells the story of operating simplicity is one used by R. P. Dunlap of Peekskill, N. Y. The window employs only a receiving set and four hand-lettered cards. The set is placed on a draped pedestal and beside it is a large card 18x24 in. reading as follows:

The famous reflex radio-phone. No outside aerial. No ground.

In front of the set and spaced across the window are four smaller cards each 9 x 12 in. These are attached by ribbons to the parts referred to on the set. Note how the first three cards each describe one simple operation and how the last gets the selling point across.

"First,—light the tubes."  
 "Second,—pick station you want."  
 "Third,—increase the sound volume."  
 "That's all there is to it."



"In the orange groves of California" are set electric coffee percolator, grill and toaster. This window of the Field Electrical Company, San Bernardino, Calif., was bound to attract attention because its theme was close to the hearts of passers-by. Some dealers find that such windows have great drawing-power.

## Selling Fixtures to the Churches

### How a Co-ordinated Drive for Better Illumination Was Put on at Vancouver, B. C.

ONCE upon a time an electrical man who attended church listened to the excuses of his fellows who did not. And chief among the reasons why they stayed away was because of the objectionable illumination. Either the lights at the pulpit gave them a headache and put them to sleep or the absence of lights threw the speaker's face into darkness, with equally somnolent results. Whereupon the electrical man, who had been conducting illumination campaigns for the local merchants and preaching proper lighting in the home, had a thought.

It is not stated whether any member of the electrical industry in Vancouver, B. C., is a regular attendant at church, but in any case, the Electric Service League of British Columbia recently attacked the problem of bettering church illumination with most gratifying results. The interest of the ministers and governing boards of the churches was obtained through two letters which were mailed out at intervals of one month. This allowed for the meeting of the board in each church. The letters follow:

#### Letter No. 1

Dear Sir:

A poorly designed lighting system for the interior of a church affects not only the minister but his congregation.

He looks into the blazing lights instead of into the faces of his parishioners. They, in turn, suffer from eye-fatigue, drowsiness and headaches caused by the same improperly concealed or shaded lamps. Because of the irritation they fail to sustain an interest in the service.

The congregation of any church is made up of three types—the person who attends regularly, the casual church-goer and the one who attends because someone insists that he go to church just this once.

The first type will always attend, the second is apathetic and the third attends under compulsion. In order that a church may serve its little community to the fullest extent it must attract and hold the last two types or classes of people—to do this, outside irritations must be removed.

A well lighted church is an attractive church and houses an attentive congregation.

Our business is illumination, and we will be very glad to advise you as to proper illumination. I trust we can be of service to you in a purely advisory

capacity, for which service we make no charge.

Very truly yours,  
SECRETARY-MANAGER.

#### Letter No. 2

Dear Sir:

Since writing your church on the subject of illumination recently I have made this very interesting discovery—if our homes were as poorly lighted as many of our churches our eyes would soon be seriously affected.

Congregations recognize that discomfort and irritation result from poor lighting and various arrangements of controlling the lights are tried to overcome the obstacle of improper lighting.

This discomfort is an obstacle over which the minister must carry his message to the congregation. To get the maximum effect from any speaker's effort the audience should be entirely at ease and able to look at the speaker without the least possibility of irritation from eyestrain. Such irritation to the members of a congregation can be removed by proper illumination.

Our business is illumination and we are offering to render you a free service in advising as to the proper illumination of your building. A number of churches have already availed themselves of this opportunity. Are you

going to miss the chance of finding out what is really wrong with the lighting installation in your church?

For this service write to the address on this letterhead or telephone Seymour 5000 and ask for the Electrical Service League.

Very truly yours,  
SECRETARY-MANAGER.

Through the co-operation of the local power company, churches evincing an interest in the offer were given the advantage of the services of the illuminating engineer of the central station. The individual problem was scientifically analyzed in each case and a complete layout for a revised lighting system drawn up.

Following this study of their problems, a number of the governing boards have adopted the suggestions made and have installed new wiring and fixtures. An unexpected feature of the campaign was the interest shown by architects who have asked for expert assistance in planning the lighting layout for churches now under construction.

It is not stated whether the records of attendance since these changes have been adopted have shown any increase in the congregations. Undoubtedly one of the indirect results of the improvement has been to stimulate the imaginations of the back-sliders to find a new excuse.

#### "Every Style of Fixture Has an Alcove All Its Own!"



To concentrate the attention of the customer on the style of lighting fixture being displayed, and to enable the prospective buyer to form some idea of how the fixtures selected would look in his own home, the Edward Miller Company has provided these

alcoves along the wall of its new Park Place showrooms, New York City. Each alcove is fitted with both ceiling and side wall "elictis" so that a complete change of all fixtures to match can be made to suit the desires of the customer.

# How the Contractor Can Profit

**Electrical Dealer Startles Community by Dressing Windows with Women's Wear—Overlooked Opportunities for the Contractor—How to Display Standard Plugs and Sockets—A "Convenience Outlet" Window Display**

## Demonstrating Better Lighting by Lending Electric-Shop Windows

When the passers-by noted the windows of the J. C. Hobrecht Company during the recent lighting campaign staged in Sacramento, Calif., they stopped involuntarily and wondered what had happened. For the generous window space of that electrical dealer, generally occupied by an attractive array of shining appliances, was filled with displays of shoes, coats and ladies' gowns. A little closer observation revealed the fact that each of these exhibits represented the wares of a different merchant—and that the center of the window held the solution to the enigma in the form of a poster announcing:

### THIS IS BETTER LIGHTING WEEK

This display is offered not so much as an accomplishment, but rather as a suggestion of what can be accomplished by proper lighting.

J. C. HORECHT COMPANY.

Mr. Hobrecht had offered the space of his windows to various merchants of the community, each of them to install an exhibit as he pleased. Inasmuch as the Hobrecht store is in a corner location in the heart of the Sacramento shopping district, this offer was gladly accepted. His own window was, of course, adequately lighted with proper provision for a variety of color and special effects and he was thus enabled to demonstrate to all concerned the possibilities of light as a sales agent.

Such a co-operative arrangement of value to both parties was of course an excellent entering wedge for the introduction of the subject of the merchants' own windows. Aside from this very practical angle to the scheme, the window itself had an attention drawing value far beyond that of any window which the

store had installed in many months. There were very few who passed the Hobrecht corner who failed to get the message which it was intended to convey. The startling metamorphosis in the aspect of what had come to be a familiar window first caught their attention, the effective arrangement in itself held them—and the really excellent lighting demonstration told its own story in a way which could not be overlooked.

## Marking of Original Coils of Armored Conductor Asked

A group of New York City electrical contractors has made a request through the local Electrical Board of Trade that manufacturers of armored conductor seal or mark their original coils in such a manner that

it will be plainly evident that the coil contains the full number of feet and has not been tampered with. The reason for this is, of course, obvious. Certain irresponsible persons have been selling short coils at reduced prices which were represented as being full coils. Instances have been brought out where these coils were as much as 10 to 12 per cent short while the price was 5 per cent lower than the regular market price. It is of course an old maxim that "The buyer should beware," but it is practically impossible to measure these coils except with the eye and a difference such as indicated is not detected until the material is actually in use.

## Does Your Wireman Use His Opportunities to Sell?

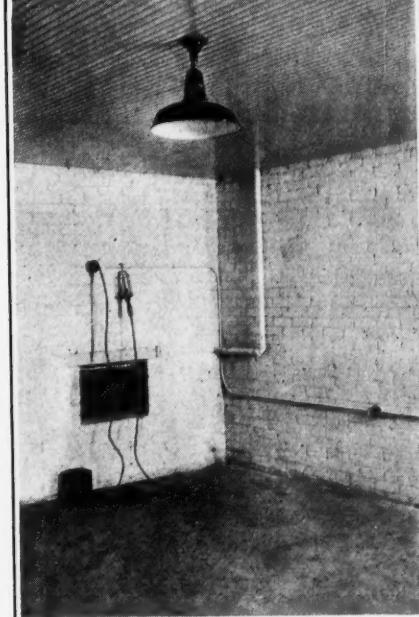
BY R. H. PORTER

The dealer carrying electrical appliances, who is situated in a small town ranging from say five thousand to ten thousand inhabitants, has an inside track on his city competitors if he will only push hard enough and follow up some of the educational work done by the advertising of some of the makers of electrical appliances.

A large proportion of the women in a town of this size do their own work and are therefore very glad to learn more about anything that will save them time and labor, or in any way make their housework less fatiguing. Electricians sent out on repair jobs have a golden opportunity to notice what appliances, if any, are in use in the different houses to which they go.

Housewives are accustomed to men coming to the door with vacuum cleaners or some of the other larger appliances, but as far as I can discover no effort is made on their part to sell any of the small appliances which leaves the dealer who is on the spot a clear field.

The next time Mrs. Jones calls you on a repair job, notice if she has an



Every day garages are being put up by builders with one outlet simply because they are constructed on a low price basis. In order to give the greatest amount of satisfaction to the owner-driver of a car, garages should be wired for a minimum of three outlets as in the one shown above. An industrial type reflector is used. Other features are the outlets, one for the extension cord and battery charging outfit.

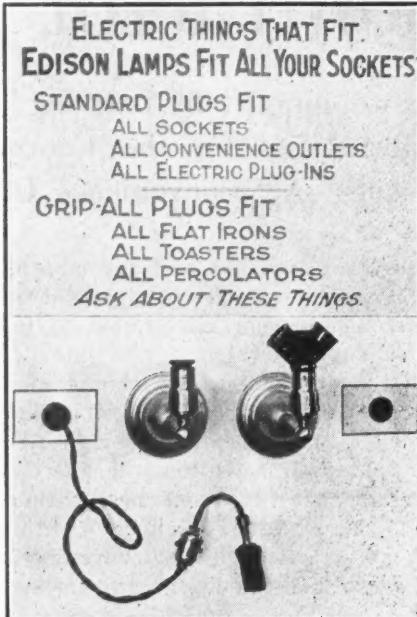
iron and if not tell her what you have in stock. Suggest that when you are going by you would be glad to leave one for her to try out. If she is already converted to the use of an iron, try something else. Maybe there is an invalid in the household to whom it has never occurred to use an electric pad instead of a hot water bottle. Then there are the electric toasters, curling irons and disks that are so convenient. The young bride is sure to be interested in a coffee percolator and grill to get breakfast on when she is in a hurry, for there are still a great many towns that are without any gas.

It might be found advisable to arrange to sell some of the appliances on the partial payment plan. On first thought that may seem rather an expensive way of selling a small appliance even with the interest added on, but if it enables you to sell several other things to the same person why it's worth considering, I think.

#### Check Up the Lighting Arrangements

Another opportunity given to the local electrician is to investigate the lighting fixtures and number of reading lamps in the houses he visits. In bedrooms a small lamp which may be either attached to the bed itself or stand on a little table beside it, is especially acceptable. The insidious habit of reading in bed is very prevalent, and it is astonishing the number of people who try to do it without proper lighting arrangements.

#### Exhibiting Standard Plugs and Outlets



The campaign originally launched by *Electrical Merchandising* for the standardization of plugs, sockets, and plug-ins is being carried on by electrical companies throughout the country, including the Edison Electric Illuminating Company of Boston, which has designed and displayed the above exhibit to educate the public up to the advantages of standard plugs that "fit all sockets, all convenience outlets, all electric plug-ins" and grip-all plugs that "fit all flat irons, all toasters, all percolators."

Then too, many housewives live such a busy life absorbed in their daily duties that it never occurs to them the lighting fixtures in their homes are shabby and old-fashioned. In some homes they have never been changed since the house was built. Such a vast improvement has been

#### For a "Convenience Outlet" Window Display



A suggestion for an effective window display built around the idea of "wall bracket convenience outlets," is this window of the Hartford Electric Light Company, Hartford, Conn. Clearness and simplicity are the chief needs for a wiring window. Note how the iron and lamp are shown connected with the bracket outlets.

made that lighting fixtures are really artistic now and will add a great deal of charm to a room.

In bringing his wares to his customers' attention the dealer living in towns of this size has another immense advantage. He knows practically everyone in the place, all about them and he also has a pretty fair idea of their financial standing. The customer knows too that the local man is sure to be more interested in his particular problem than a city dealer would be and will give him the best possible service. The stock may not be so large, but with the aid of catalogues a complete line is at the customer's disposal.

#### Identified Terminals of Wiring Devices Not Required by 1923 Code

Some misunderstanding has occurred regarding the subject of identification of terminals of wiring devices under the 1923 Edition of the National Electrical Code. This subject of identification of terminals was considered by the Electrical (Code) Committee in the preparation of the 1923 Edition, but no rules or requirements were adopted and it was not and is not now the intention of the Committee that any rules in this edition should require such identification or be interpreted to do so. The matter is still in the hands of a special technical sub-committee which is expected to report later with recommendations for a future edition of the Code when it shall have considered all phases of the matter, among which are the form of markings, which devices do and which do not require such identification; the necessary time required to permit compliance with new rules, if adopted, etc.

"While some manufacturers of wiring devices have already begun the production of some devices with identified terminals the practice has not yet become general either with all makers or on complete lines of devices. There are still large quantities of devices without identified terminals in the stocks of manufacturers, jobbers, and others, for the disposition of which reasonable time should be allowed.

"For these reasons," explains Dana Pierce, chairman of the Electrical Committee, "the Electrical Committee judged it inadvisable to include requirements of identified terminals in the 1923 Edition."

*For Compensating Salespeople 69 Central-Station Companies Out of 159 Favor*

# “Straight Salary Plus Commission”

Of the Several Remuneration Plans Outlined in the Report of the Basis-of-Paying-Salespeople Committee, Commercial Section N.E.L.A., H. A. Lewis, Chairman, Forty-three per Cent of the Analyzed Companies Pay on This Basis

WE HERE give a review of present day central station practice.

Three hundred and forty-seven member companies reported to your Committee, from whom we received 159 payment schedules. We have endeavored to place before you the outstanding practical features of these 159 schedules.

The first step was to work out a classification plan under which all the reports could be grouped. In doing this it developed that there were several distinctly different payment philosophies, as follows:

Straight salary—33.

Straight commissions—commission either a percentage of the sales price of each device or else a fixed sum for each device sold—26.

Straight salary plus commission—69.

Commission with a guaranteed salary or drawing account, drawing account not a liability against future commission earnings—13.

Commission with drawing account—drawing account a liability against future commission earnings—5.

Bonus plan, based on total sales of merchandise per residential customer—1.

Bonus plan, based on total merchandise sales of department as a whole—4.

Bonus based on net profits of the department—2.

Bonus based on the gross profits of the department—1.

Bonus based on the increase in gross earnings of one sales period over another sales period—5.

Total—159.

## One Outstanding Plan

The majority of the plans as given are made up of several of these elements, but it will be noted that there is always one outstanding payment idea, around which all other parts of that particular plan revolve.

An Iowa company writes:

“At the present time we pay all our appliance salesmen (3) on a basis of \$135 per month. Our house-to-house salesmen (about 18) follow occasional leads from advertising campaigns and other sources, but work largely on direct canvass. We pay these men on a straight salary basis (\$24.50 weekly) because we want them to be ready to do any missionary work which may arise. Our salesmen handle all standard lines of electrical appliances which have been approved by the company. The company itself makes no sales (other than incandescent lamps).

Appliances are shown and demonstrated and an order from the purchaser will be received and transmitted to the manufacturer or agent of the appliance selected without commission or charge of any kind for this service. The company's representatives are forbidden to recommend any particular device as compared with another and the final choice in the purchase must rest with the purchaser.”

An eastern central station that uses its sales force to help sell the electrical idea—its men being a super-form of educational advertising—is on a straight salary basis, as the only practical form of remuneration. This station writes:

“We wish to advise that all of our salesmen are paid on a straight salary basis, salary, of course, depending upon length of service, ability, and the importance of the position held.

“Our organization has a definite policy to the effect that we will not pay

commissions. This policy was adopted after many years of a ‘trial and error’ plan of the numerous salesmen, and we believe, that for a central station, the commission plan of compensation is wrong.

“We have no commission basis and our salaries vary from \$15 to \$50 per week for sales work.

“I would express my personal opinion that I am very much opposed to the straight commission basis as it is now applied in many specialty companies and central stations. A tremendous crowd of ‘floaters’ wanting easy money, is being developed. Men who wish to learn the appliance business and to grow in their companies, are influenced by the compensation of the ‘floaters.’ It too often means discouragement and I believe it is the real reason why we are able to obtain so few real substantial organization men.”

Your Committee after analysis of the figures submitted finds that \$200 a month seems to be the top figures with \$60 as a minimum for straight salary schedules. The average payment under this plan is a little less than \$150 a month.

Large companies which ask their sales forces to do special forms of “missionary” work, etc., usually pay straight salaries, as do many small companies that employ only one, possibly two, salesmen. In the latter case there is very little sales management, the salesmen being left to look after themselves. They usually have other duties besides selling merchandise.

It is to be noted that only 20.7 per cent of all the plans analyzed were straight salary. A change has been taking place, particularly because of the manufacturers who are working out resale plans for the sale of various specialties. These resale plans always involve some form of commission selling.

## Straight Commissions

Twenty-six reporting companies had straight commission schedules. One of the largest central stations in the country writes:

“We have about 150 salesmen selling appliances of all descriptions in the manner described. They have no fixed salary as they work on a strictly commission basis. This commission varies according to the articles sold. It is never less than 10 per cent and frequently as high as 20 per cent. In addition to this we have the following sales bonus:

“If a salesman sells 20 or more irons in any one week he receives an addi-

## How Appliance Salesmen Are Being Remunerated

*As Summarized from the Experiences of 159 Central Stations in Paying Their Salespeople*

69 companies use the straight salary plus commission plan; 33 straight salary, and 26 straight commission.

“Negotiation type selling” costs 10 per cent. High-grade men should make \$3,000 to \$3,600 a year on this type of work.

Salesmen should average better than ten times their salaries and commissions in sales.

Hand-picked, hand-trained small-town men help to overcome the evil of excessive labor turnover.

Married men as salesmen are preferred, but they must be assured some fixed sum to keep the wolf from the door.

tional 25c. on each one sold, and if he sells 15 or more heaters in any one week, he receives a bonus of 25c. on each one sold. The total average compensation for salesmen in 1923 is approximately \$100 per month. It is impossible to get the exact average compensation figure because of the large turnover in labor. This average compensation is inclusive of commission and bonuses.

"In addition to the plan mentioned above, we also have the following:

"When a salesman has been in our employ for a period of three months, he receives a bonus of 10 per cent on all he has earned during the three months. When he has been with us six months, we make it 11 per cent and the additional of 1 per cent is retroactive over the amount he has already received the 10 per cent on. When he has been with us a year, this bonus is increased to 12 per cent.

"We find this plan has been a huge success in keeping our labor turnover down to a minimum."

A Middle Western concern writes:

"Our salesmen operate on a commission basis. We pay 10 per cent on all sales closed by the salesmen, also 10 per cent on sales closed in the electric shop on which the salesman has called within 10 days of the date of the sale. On sales closed in the electric shop on which salesmen hold a prospect showing the call within 45 days and more than 10 days, we pay 5 per cent. On every major appliance which includes washing machines, vacuum cleaners, irons, fireless cookers, etc., we pay 2½ per cent commission for a demonstration or instruction to the customer where the salesman has never called on a prospect, or where the date of last call is more than 45 days prior to date of sale.

#### Salesmen to Benefit By Store Sales

"Commissions are paid at the end of month. On the 15th of each month we advance each salesman \$50 of his commission and deduct it from the final commission check which is issued as said before at the end of the month. We employ eight salesmen, but I am going to change our policy a little bit and make the eight territories into twelve, putting more intensive effort into the smaller territories and give the salesmen operating in these smaller districts full 10 per cent commission on all major appliances sold in that territory regardless of whether they are sold by him or in the electric shop.

"With this plan and more closely supervising the efforts of the men, I believe that we can very materially increase our sales."

Smaller territories—closer supervision—more solicitation calls per salesman is the 1924 plan for this company. It will be noted that the company plans to simplify its payment scheme by putting the men on a straight 10 per cent basis for all sales made into each territory. This company has an attractive electric shop—does intelligent advertising and the merchandise department is efficiently managed. The committee agrees with the management that by making the territories smaller a

#### Welcome Complaints

**W**ELOWME every complaint, it helps to detect the weak spots of the system.

Sympathize with the complainant, it disarms him.

Show willingness to make right any wrong, it is a part of our service.

Avoid making any promises unless you are absolutely sure you can keep them, as it protects you and the company.

Above all, avoid argument—state facts.

Be courteous, it is the foundation of gaining and keeping public goodwill.

—Adirondack Power Company.

pioneered and also takes advantage of high pressure co-operative sales work furnished by reputable manufacturers. In addition to all this it keeps peddling crews busy on the smaller devices, particularly those that have high-current consumption possibilities. This company is missing no opportunities.

Sixty-nine companies paid on a basis of straight salary plus commission. They represented 43.4 per cent of the 159 companies whose schedules were analyzed by your Committee. Excerpts from their reports are herewith presented:

"The \_\_\_\_\_ Company is divided into five divisions for operating purposes.

"In each division we have merchandise salesmen who report direct to the general merchandise salesman of the division who is paid a straight salary. The merchandise salesmen are paid \$40 per month salary, traveling expenses and 10 per cent commission on all sales made by them. They do not receive a commission on all the sales made in their territory, but only on those sales which they actually consummate or their prospects which may be closed by some other employee while they are in some other town.

"We have found this method of compensating salesmen very satisfactory. Those salesmen who are not successful quit, since the salary is not sufficient to satisfy them. On the other hand the salary though small gives them a standing with the company and they feel that they are a part of the organization. It sometimes is necessary also to use these men in collecting slow paying accounts and the fact that they are on the payroll gives us the necessary control to use them for this purpose.

#### Training Inexperienced Men Keeps Turnover Low

"For some years we have been taking green men and training them for our sales force. Operating as we do in small towns we have found that the high pressure city salesman is not at all satisfactory. By taking inexperienced men and training them in our methods of selling and imbuing them with the spirit of the company we have been able to bring up a sales force which functions for the best interests of the company and not necessarily for the best interests of the individual salesman.

"Under this plan the turn-over of our salesmen is extremely low. At the present time we have 25 merchandise salesmen working, all of whom have been with us for over one year with the exception of three men who are now in training. Our oldest salesman has been with us eight years and twelve men have been with us over two years."

Hand picked, hand trained small-town men for small-town jobs have solved the labor turn-over problem for this company. The fixed salary paid is small and the 10 per cent commission is just average. The sales management has done a creative job. They have created a team spirit that is bigger than individual self-interest. For specialty electrical sales work this is a remarkable achievement.

(Continued on Page 4481)

Here is a company that frankly recognizes the different sales problems involved with different devices, and takes into consideration the current consuming value of different devices in their line. It uses negotiation type of salesmen for items that must be

# Electrical Merchandising

The Business Magazine of the Electrical Trade

*believes that:*

**T**HREE is no such thing as a summer slump to be feared by the electrical dealer or contractor who keeps on going out after business. But that with the hot days come new opportunities to sell (and to wire for) electric fans, ventilators, refrigerators, clothes-washers, vacuum cleaners, ironers, heating devices, table-cooking appliances,—and vacation radio outfits!

## The Curse of "Courtesy Discounts"

"**T**HE courtesy discount," says one dealer, "is the greatest curse in the electrical dealer's life."

The nefarious influence of the courtesy, or misguided trade discount is not confined to New York. From San Francisco, Calif., a dealer writes, "Fully 50 per cent of our customers have some sort of contact by which they can get material by an underground route."

This Western dealer put it mildly. To a Buffalo, N. Y., contractor-dealer, 50 per cent seems small. He says, "Everyone wants and expects a discount on anything electrical."

From Miami, Fla., a contractor-dealer writes, "We have many tourists here from all walks of life. Most of them pretend to be directly related to someone in the electrical business, and many would lead you to believe that they were relatives of large manufacturers. They all speak of trade discounts, and become very much offended when advised that we are unable to grant them."

The sentiment of the retail trade seems summed up in the statement of a Moline, Ill., contractor-dealer, who says, "We are certainly sick of hearing, 'What's the discount?'"

## Municipal Ownership—the Knell of Independent Merchandising

**T**HE question as to whether the state is to operate the electric power industry or whether this business is to remain in the hands of private owners is up before the voters of California and Washington this fall—the question of government ownership on a city-wide scale is imminent in many sections of the country. The problem is not one of peculiar Pacific Coast interest—nor is it one confined to the power generating branch of the electrical industry alone. The tendency toward the "socialization" of industry which this movement represents spreads like wildfire. Once let it succeed in establishing itself in any state—and the experiment will be tried elsewhere. What is more, it will be extended to other forms of private business, stimulated by whatever previous success it will have had.

The experience of Turlock, Calif., is a good example of how the thing works. Two counties are here united in an "irrigation district," with the generation of power as a side line. Initially, no other type of business was undertaken, but more recently, the "municipality or district" has undertaken the retail sale of electrical

appliances and supplies, with the result that prices have been cut to bedrock, standards of contracting have been lowered, many of the householders being encouraged to do their own wiring—and the privately owned electrical contractor and dealer establishments have had to go out of business. As is usual in government enterprises, much of the overhead expense is charged under other departments and appears in a disguised form on the bills of the user of electricity.

Every electrical dealer, jobber and manufacturer is concerned in the fight now going on in the Pacific Coast States. It behooves them to acquaint themselves with the situation and to do their part in forestalling such a danger in their own community by assisting the local power company to maintain a clear and friendly relationship with the public served.

## What About the Women at Conventions?

**S**UMMER is the time for conventions. Within the next month or so, contractor-dealers, jobbers, central station men—and mixtures of all three will meet both at national gatherings and locally to discuss affairs of the industry. Many of the men will bring their wives along. And what will be done with the ladies? They will be given a good time, of course, with a bridge party, a golf contest and a drive about town as entertainment—but will they have any serious part in the program? And if they haven't, why not begin now?

It appears that the electrical industry has been overlooking a good thing in failing to tell something of the electrical story to the women who attend electrical conventions. There is not one of them, but would be glad to see her husband make more money in his chosen profession. How about devoting at least one lunch hour to the ladies, with good speakers, the best the industry affords—and a real message of the part that the women may play in forwarding the good work?



## Salesmanship and Service Versus Summer Slump and Static

**L**UCIAN, second-century humorist, chronicled the fable of the trained monkeys. This troupe was almost human in its artistry and dramatic ability. One day, however, while they were enacting a tragedy with great decorum, a little boy threw a nut on the stage.

A like situation threatens to break up radio's performance. For with the first waff of hot weather some nut shouts "static" and the radio industry would appear to fold up its tent and proceed to the valley of the summer slump, until the snow falls once more.

The bugbear static and the plague of summer slump made their debut when pioneer hook-ups and "stampede" parts brought grief to even the best radio fans of each town. But radio frequency, dry-cell tubes and efficient portable sets have changed all that. The infancy days are over; nevertheless the bottle is still extant.

A new mental attitude of year-round entertainment

must be created in our own ranks and then broadcast to the public. The static in summer sales can be removed by keeping the following in mind:

*Service the sets already sold.*—Keep them operating, for the owners are on your sales force—if they are satisfied.

*Tell them to take the set along.*—The out-of-doors is your big competitor now. Make it your ally. A portable can be easily moved to the lawn, the car, the canoe or the camp.

*And Sell.*—Remember door-to-door selling accounts for 90 per cent of washer sales, and that time payments move most of the phonographs and automobiles.

The broadcasters and the manufacturers are helping, but the onus of the job is on the shoulders of the dealer.

### Who Pays for "Courtesy Discounts" Anyhow?

Editor *Electrical Merchandising*:

It may be perfectly proper that, being in the electrical business and wishing to purchase a fan, an iron, a radio set or a vacuum cleaner for my own personal use, I should be given the lowest possible trade discount, because, after all, these purchases are limited in volume. But it is certainly all wrong for me to claim a discount in purchasing for a cousin, an uncle or a friend. What actually happens is that I pose as having done my relative or friend a favor for which I may receive their thanks, but the manufacturer, the jobber or the dealer loses the regular retail profit to which he is entitled, and as for thanks they do not get that because I claim this discount as my right. It may be my right as the industry now views it, but it is all wrong from a business standpoint. The men in these lines have a large overhead in the form of rent, salaries, investment and other things, and the amount of goods sold with this courtesy

discount puts a considerable crimp in their margin of profit, which margin is absolutely necessary to the success of operation. It sounds rather important to say to your friend that you will buy something for him at 20 per cent or 30 per cent less than the regular price, but that does not make it right. Co-operation along these lines would save a large amount of money in some branches of the business. These discounts must be made up in some way and the only place they can come from is out of the pockets of the electrical buyer who has no friend in the business, in other words out of the general public. CHARLES L. EIDLITZ.

Electrical Board of Trade, New York City.

### Your Customer Is Your Competitor

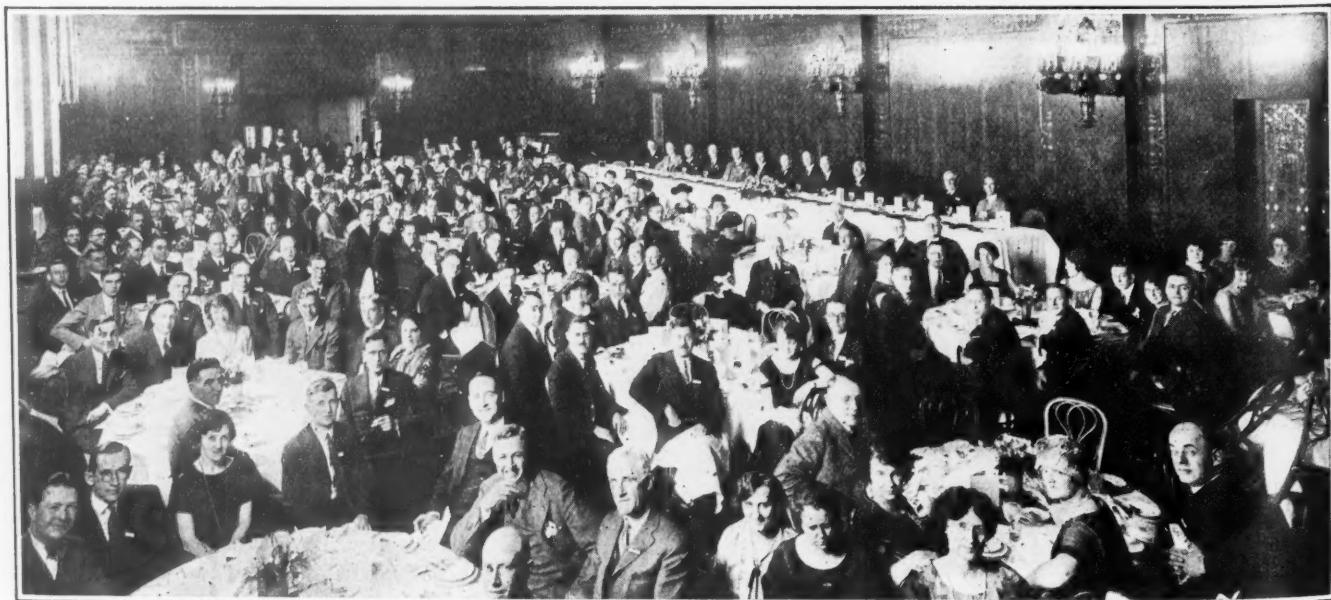
Editor, *Electrical Merchandising*:

Time was when men arose in meetings and declared that the electrical business belongs to electrical men. "Them days is gone forever." The electrical business, like every other

business, belongs to the public. People buy where it is convenient to buy and no man-made dykes will long hold the current of public demand in any artificial channel. That is why some hardware stores are selling electric irons and air heaters; that is why the drug store sells flashlights and heating pads; that is why the department store sells cleaners and washers; that is why even grocers are now selling incandescent lamps. People will buy where they prefer—and that's that.

The salvation of the electrical merchant lies in the direction of making people *prefer* to buy electrical goods from him, not in trying to prevent them from buying elsewhere. The public is his competitor, not the hardwareman, the druggist or the grocer. These merchants are no more to be blamed for handling electrical items than a postal clerk is to be blamed for handling items from a mail-order house. Your potential customer, Old John Robinson Public, is the guilty guy, and unless you can persuade him to trade with you you are out of luck. FRED B. RAYMOND.

### National Electrical Credit Association Meets in Chicago



Delegates to the National Electrical Credit Association's annual meeting held in Chicago, May 22 and 23, gathered for a feast

royal. E. W. Shepard, general credit manager of the Western Electric Company, of New York, was unanimously re-elected

president for the ensuing year. The other officers were also elected, as well as the various division managers.

# Ideas for the Man Who Sells

*"Electrical Merchandising" has so much good material that I lose sleep sitting up to read all that I can—and then I don't get it all.*

C. Burton,  
Brocton, N. Y.

*"Electrical Merchandising" has long been a part of our equipment. We would be lost without it. It is an asset to our business.*

R. Norman Miller,  
Fargo, N. D.

## Six Ideas That Electrical Dealers Built Into Larger Figures on the Right Side of Their Ledgers

Sometimes a little idea means the difference between a sale and no sale, and this is especially true if the prospect be that person who really wants to buy but is doubtful. Here are six plans which, used in as many cities by electrical dealers, have proved their value by bringing in actual sales. Each is adaptable for use by any dealer who wishes to see larger figures on the right side of his ledger.

1. *Proving That Washer Will Clean Greasy Overalls.*—In an Ohio city, one of the biggest arguments put up to the local dealer was that "the machine is all right for those who don't get their clothing really dirty, but it would never do for washing my husband's clothes because he works around grease and dirt and it gets into the clothes." The dealer knew he could sell a washer to such prospects if he could only convince them that the machine would do the work he claimed for it. He decided one day to prove it first to the husbands. Arrangements were made with a local factory for the dealer temporarily to install a couple of demonstrator washers at the plant. The plant was to furnish the power, and the dealer was to supply the washers and the operators. Like most plants, the employees changed clothes at the shop, leaving the dirty ones at the plant until they wanted to take them home to be washed. Employees were told that for one week, their working clothes would be washed free in the electric washers. The demonstration was carried out. Many of the employees remained after work to watch the demonstration. It was an unqualified success, and practically all of the employees told their wives how quickly and successfully the machine did the work. A little follow-up

work, and within the next two months this dealer had placed twenty machines in the homes of employees of this shop. Now he is carrying on similar demonstrations in other plants.

2. *Finding How Women Use Vacuum Cleaners.*—Another dealer offered prizes to housewives having electric sweepers for the best letters telling of the results they attained, what the sweeper was saving them, and little stunts that they used to increase its value to them. The dealer himself learned a number of pointers from the numerous replies.

3. *Serve Them Electrical Lunches.*—When any club or other organization held a meeting during a period of time, an Indiana dealer served free luncheon prepared entirely with electrical utensils at the tables. The stunt made a big hit

and not only proved an excellent publicity move, but resulted in a number of direct orders from men and women to whom some of the cooking appliances had been more or less intangible objects.

4. *Combination Offer Brought Sales.*—A special combination offer of electric iron, washer and sweeper brought in sales for a Kentucky dealer from persons who before were wavering as to whether or not to purchase at once.

5. *Survey of Homes Opened Up Suggestions.*—An Ohio dealer conducted a survey of local homes, inspecting the type and size of lamps used in each room. Often he was able to make suggestions that the wattage of lamps in certain rooms be reduced, or suggest some other inexpensive change that resulted in a saving. Frequently the saving on

## Spider-Web Design for Vacuum Cleaner Display



An effective ceiling design was used in connection with the electrical appliance booth displayed by the Utah Power and Light Company at a recent fair in Salt Lake City. This was in the form of a gigantic spider web, formed of ribbon in the center of which was hung a Eureka vacuum cleaner representing the spider. A large number of artificial bugs caught in the web were labelled "Filth," "Dirt," "Disease," etc.

lamps was enough to pay for the operation of a utensil, and a suggestion to this end, combined with the active proof that the dealer wanted to be more than "square" with the buyer, placed a sale.

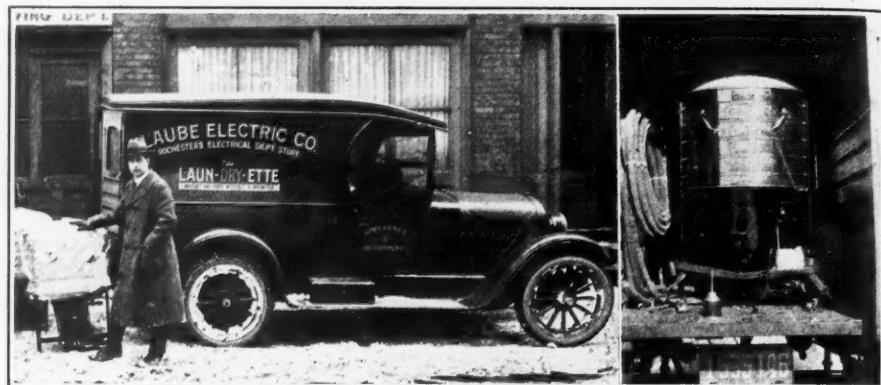
#### New Buildings a Good Field

6. *Install Electric Heaters in Bathrooms of New Houses.*—Are you placing any electric heaters in newly-built homes? An Indiana dealer is doing it in more than 50 per cent of the new houses that are being built. Whenever he hears of a new house to be built, he interviews the owner at once; suggests that gas is getting scarcer and more expensive to use; that the furnace is not always in operation on cool nights when heat is desirable in the bath room. Therefore, why not have an electric heater built right into the bath room where it looks neat, supplies plenty of heat, and with comparatively little cost? He was surprised to find how many owners had never thought of it, and who jumped at the proposal.

So that is how six dealers are building new business. These are ideas that pay, and the dealer who has ideas and applies them will never have to worry about idle salesmen.

These dealers are not waiting for customers to come into their stores, meanwhile sitting idly by. They believe in taking the initiative and going out for their trade; they believe in taking active steps to induce prospects to buy. And that is the only way to build up sales.

#### "Do It All in One Trip" Washer Demonstrations



Each washing machine salesman of the Laube Electric Company, Rochester, N. Y., is supplied with a completely equipped truck which enables him to do his own delivering, demonstrating, and servicing. Each car has a service box containing necessary washer parts, hose couplings, washers,

hose, etc. Hose is carried on a reel. The \$40,000 business of the Laube company last year, during which washing machines were the largest individual item of sales, gives evidence of the success of the methods employed. Evidently it pays to "Do it all in one trip."

#### Portsmouth (N. H.) Electric Show Cost 26 Cents per Visitor

A three-day electric show was given in April by the Portsmouth (N. H.) Power Company at a total cost of approximately 26 cents per visitor, the attendance of 6,000 being equivalent to one trip to the exhibition by each of the company's customers. Standard booth and wiring material were supplied by the Society for Electrical Development, and the power company rented the hall, inviting local dealers to exhibit at the nominal cost of fitting up their own booths. The hall was 70 ft. long x 60 ft. wide, and was provided

with a balcony which proved valuable in maintaining the attendance.

The absence of comfortable seats in many electric shows has led to very short visits on the part of the public, and Frank A. Belden, vice-president and general manager of the Portsmouth company, made special effort not to crowd the exhibits and to provide a pleasing orchestra for rest periods. Practically all the electrical appliances shown were assembled from local stocks, a fact which greatly impressed the local public, accustomed as it was to seeing appliances in small quantities in scattered window and office displays.

The local movie houses featured the show in screen announcements and electrical films; appliances were awarded to successful holders of card numbers, and prizes were given for high school essays on lessons of the electric show. One of the most attractive contractor-dealer exhibits is illustrated herewith, this establishment featuring its activities in the fixture and wiring field.

#### Study Ventilation Before You Sell It

Although the public is well acquainted with regular fans for cooling purposes, prospects for ventilators must be taught the advantages of their uses. In order to prepare himself for a sales campaign, the dealer should write his manufacturer or jobber for the following: Dealers' catalogs with instructions for salesmen on selling; window display material; theater lantern slides; newspaper advertising material; and dealers' help pamphlets.



This attractive booth was erected at the Portsmouth, N. H., Electric Show to display the latest type of wiring and fixture installations. The display was arranged by a contractor-dealer to stress the advantages of modern meter installations.

# Store Equipment and Methods

*"Electrical Merchandising" is a splendid publication, and should be read by every person connected in any way with the electrical industry.*

*The Republic Electric Company,  
Baltimore, Md.*

*"Electrical Merchandising" is the only electrical trade journal which I use. I believe that this will answer all questions as to my opinion of it.*

*W. T. Bettendorf,  
Buffalo, N. Y.*

## Where Merchants Can Get All the Ideas They Want

A hardware dealer in Clinton, Ia., has worked out a plan that has accomplished wonders in making his store a model of efficiency and success in his community.

Saturday is a big shopping day in his town. People from the outlying districts and farms come in in large numbers, bring their families and buy supplies for the coming week. To prepare the store for the Saturday rush, the employees come back on Friday evening.

All are asked to be on hand at seven o'clock for a short meeting preliminary to arranging the stock for Saturday. At this meeting each employee is required to submit, in writing, one idea for the betterment of the business. The proprietor, whom we will call Mr. Jones, reads these ideas one by one. They are discussed and, if found to be practicable, adopted. Every adopted idea earns the proposer of that idea one dollar.

### Making Employees Think

Said Mr. Jones:

"The employees of a store are the ones who make it or break it. They are in constant contact with conditions. They see hundreds of ways to improve service that the proprietor, who often lives in the background, fails to think of. The ideas brought out by the operation of my plan have led to a number of astonishing results. Almost every side of the business has been improved. Waste has been eliminated—waste that formerly ran to hundreds of dollars a year. A spirit of co-operation and helpfulness has spread throughout our whole personnel. I have discovered special ability in unsuspected places. And most important of all, every one of my employees is a thinking member of the organization, who is not only more valuable to me than was the case before, but

is more valuable to himself as well.

"The secret of the whole plan is that everybody, including myself, must produce one idea a week."

There would seem to be a lot in this hardware dealer's plan that merchants in other lines could think about and use with profit.

## Attractive Store Equipment Draws Purchasers

All space that can be so utilized is used for display purposes in the store of the Danbury & Bethel Gas & Electric Light Company. Small appliances and portable lamps are displayed in the front of the store. A fireplace and three alcoves for large appliance displays are installed in the left wall. Floor and wall cases have a durable silver-gray finish. Glass is used freely for case fronts and shelves to give clear vision. The wall case, raised on legs, prevents

scratching of the baseboard. The alcove seen in the left wall case is used for the display of a kitchen lighting unit and a small washing machine. Attractive wall cases, similar to those shown above, may be purchased at prices ranging from \$175 to \$275 for each four-foot unit. Floor cases may be purchased at prices ranging from \$8.50 to \$28 per foot. The rounded corners of the end unit eliminate jagged corners of the square case.

## What Goes with the Lease of a Store Room or Building?

BY ELTON J. BUCKLEY  
Attorney-at-Law

A client asked me the other day what right the tenant of a store room (not of the whole building) had to the use of the walls for the purpose of erecting signs, and what rights he had to the use of the sidewalk for the purpose of erecting



This picture of the Danbury & Bethel Gas & Electric Light Company store at Danbury, Conn., illustrates the importance of a systematically arranged store. Notice that small appliances and portable lamps are prominently displayed in the front.

either signs, or showcases, or stands, or counters.

The man who rents a store room on the first floor of a building, gets no right whatever to the use of the sidewalk for any auxiliary business purpose. He gets only the space he leased, viz.: that inside the building. Not long ago, a retail merchant rented a part of the first floor and basement of a certain business corner. Shortly after he had moved in, the landlord leased to another man the strip of sidewalk directly in front of the store and the second tenant erected a candy and cigar stand there. After the stand had done business for forty-three months, the lessee of the store sued the landlord for \$2,150, on the following theory: He said when he rented the store, the right to the sidewalk went with it. Therefore the landlord, when he leased the sidewalk to the candy stand man at \$50 a month, leased ground that belonged to the tenant, and must therefore hand over the tenant all he got for it—\$2,150.

The court said no. The store tenant merely got, with his lease, the store space, and no right whatever to any space outside.

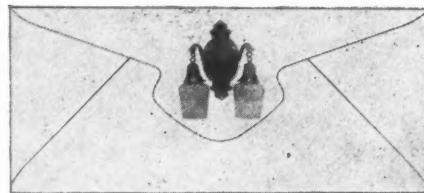
There was another case in which a tailor rented the first floor of a business building. A photographer, who occupied the second floor came

### "Getting Next" to the Passer-by



The window pane is a big obstacle in demonstrating appliances in the show window, as cards or pantomime must be used to explain what it's all about. The Sacramento Appliance Company, of Sacramento, Calif., has overcome the difficulty by means of a sliding window frame, which permits of getting its message across orally as well as visually. The phenomenal success of the orange-drink counter is attributed to this storefront-less idea. Why not take the glass cover off your exhibit and get closer to your big market?

### Back of Envelope Good Advertising Space



The back of most business envelopes is usually waste space. The Moe-Bridges Company, Milwaukee, Wis., is cashing in on such space by making it carry an advertising message. The accompanying cut shows how the firm does this. The attractive fixture shown stands out vividly because of the surrounding white space. This get-up practically assures that the ad. will be seen, while the simplicity of the presentation helps to fix it on the mind. Any electrical dealer can use the same idea. He can extend the trade-pulling power by featuring one of his leading articles at one time and another one later. Thus without effort on his part, every letter, circular and statement he mails out will be helping him to more sales.

down and erected a display case on the sidewalk directly in front of the tailor's store, though not interfering with it in any way. The tailor sued on the ground that the space which the photographer had used for his case belonged to the tailor, but the court said it did not; it belonged to the owner of the whole building, who had a right to lease it or lend it to the photographer. The court said: "The plaintiff in this case (the tailor) had no more ownership of the sidewalk than the defendant (the photographer) or the tenants of the other rooms had. All that any of them were entitled to there was an uninterrupted passageway in common with the public, for none of them had any right in the ground outside the building."

### Building Tenant Has Right to Sidewalk

There is a great difference between the legal status of a tenant who rents only a portion of a building and a tenant who rents it all. As I have already stated, the former gets only the inside space, but the latter gets everything that goes with the building, including the right to use the sidewalk.

The question as to the right to put up signs on the outside of a rented building often arises in these cases. The law is kinder to a tenant in the matter of signs than in the use of sidewalks and other adjacent territory. A tenant who rents only a part of a business building can put signs on his own walls, almost without restriction. He cannot erect

signs that damage the building in any way, however, nor can he erect permanent signs, i.e., signs that would stay there after his tenancy ended. Practically with only these restrictions, he may freely use his walls for advertising purposes, and he can even sell the right to other people. Of course, this may be changed by the lease. There are leases in which the landlord reserves the privilege of using the walls of the building for signs, and such agreements are legal and binding, but the landlord even then can't erect signs that would in any way injure the business of his tenants.

There are also leases for entire buildings in which the landlord restricts the right to lease the sidewalks to himself. Business leases should always be carefully searched for these restrictive clauses.

### Why Not "Electric Blue" for Electric Store Fronts?

BY ARTHUR E. TOWNE

A brilliant shade of red daily leads millions of customers to variety and 5-and-10-cent stores, both chain and independent. Black and gold is a strong magnet that is drawing business to "hallmark" jewelry stores. Steel gray is steadily luring customers to the portals of a new and popular type of hardware stores.

This fact together with the well-known ability of a bright color to command attention has the effect of bringing to these stores trade which otherwise might drift elsewhere.

A distinctive color scheme then, when generally used by progressive dealers in a particular branch of business gives them the jump over outside competitors. Why not utilize the same idea ourselves? Let's adopt either collectively or as individuals, say "electric blue" for our store fronts. This color is striking and decidedly appropriate for the electrical business.

The public is not going to patronize electrical men simply because we are running electrical stores. Convention resolutions against non-electrical dealers for the most part can help little. Live merchandising ideas are the only thing that can pre-empt the lion's share of the electrical business for us. Of these color is one. This with better stocks, methods, locations and service should do for us what it is doing for other lines of business.

# “Dealer Helps” the Manufacturers Offer

*I don't see how you can improve “Electrical Merchandising.” It is the best trade paper of its kind I ever saw. Every page is interesting, even the ads. It is a real asset to one's business.*

Frank Sweeney,  
Connellsville, Pa.

*We consider “Electrical Merchandising” the best magazine published. Every issue is read and placed on file for future reference.*

Bloomington & Normal Light  
Company,  
Bloomington, Ill.

## A Showcase Lighting Campaign for Your Neighborhood Merchants

“The lighted showcase takes up the job of selling where the show window leaves off. The even, brilliant light makes the merchandise stand out so attractively that customers passing through the store or waiting for parcels inspect the goods—and buy!”—an excerpt from one of the letters prepared by the Benjamin Electric Manufacturing Company, for use by its dealers in a showcase lighting campaign.

A practical sales plan has been drawn up by the company for the use of its dealers and every co-operation is offered to make these local campaigns successful. The plan, as announced by the company, is formulated for four different letters which are to be mailed by the dealer regularly at ten-day intervals. The printing of the letters and filling-in of the names and addresses, as well as the placing of the dealer's imprint on the inclosures, will be done by the company's printer, free of charge to the dealer.

## Three Short-Cuts for Your Radio Department

Three new ways to cut down the dealer's selling cost on radio items have been thought out by the Belden Manufacturing Company, Chicago, and announced to its dealers.

First is the attractive terminal display box for counter display. It puts nine styles of terminals, brass, nickel and copper, out on the counter where they sell themselves. Every radio set builder buys terminals; they'll sell themselves if properly displayed.

Second is a handy green card for the dealer to hang up in his store for ready reference on the amount

of wire on various-sized wire-spoons.

And the third short-cut is the method of selling radio rosin-core solder in cut lengths. This does away with unwinding, cutting and wasting of material.

## When Is a Drink Not a Drink?

When it's a “Popsicle”! Vendors of orangeade and cooling drinks will need to watch their sales and offer added inducements if a nearby competitor installs one of the new electrically-operated machines that turn out frozen nectar at a rate of from 3,000 to 6,000 drinks a day.

The “Popsicle” or “drink-on-a-stick” is exactly what its name implies: syrup frozen on a stick. By means of electric refrigeration, as explained in the description on page 4468 in the “New Merchandise” section of this issue, a specially-pre-

pared syrup is placed in small molds and frozen on sticks in a few minutes' time, then placed in individual waxed-paper bags and sold over the counter to be eaten, lolly-pop fashion, along the beach or boardwalk.

As an avenue of opportunity for hot-weather sales, just count the number of soda stands at the summer resorts, not to mention the hundreds of stands that line the automobile highways all over the country! The price and conditions under which these machines are sold are favorable to the purchaser. Even though he is engaged in a summertime-only business, an enterprising owner, after making his season's profits, could rent out the machine or obtain concessions at the fairs and expositions held indoors all during the colder weather, where grape juice and orangeade are always sold. The “drink” is a popular seller.



The accompanying picture shows a “Popsicle” machine installed at the Food Show recently held in New York City. The molds in which the syrup is frozen are shown inserted in a tray at the top of the unit. This is one “drink” which must be “eaten.”

## Prize Winning Window Dramatizes Service of Radio

Originality and diversity of interest with a strongly focussed message won first prize for a window display arranged by the Lester Radio Shop, of Los Angeles, in a national contest instituted by E. T. Cunningham, Inc., San Francisco, manufacturers of Cunningham tubes. The prize winning window was dominated by a background emphasizing the radio tubes and showing an actual receiving set. The foreground, which was made up of dramatic presentations of the service of radio, was tied to this central theme by means of ribbons running to each placard.

In one corner of the window was a small model of Fujiyama, and a wrecked city with a sign which stated that "except for radio, Japan was cut off from the world." A small stage, with scenery and miniature actors represented a local presentation of the Pilgrimage (Passion) Play which had been broadcasted "to thousands of shut-ins." A small prize fight arena called attention to the service of radio in reporting the Dempsey-Firpo results. A church represented the Sunday services and sermons which are brought by radio to the home; a toy train bore the placard "Radio is the lightning express in the realm of word transportation."

Several gray painted ships wrecked upon a small island in the sea which formed the center of the



The Lester Radio Shop, of Los Angeles, designed a radio window with a strong local appeal which won for it the interest of passers-by, and, incidentally, a \$1,000 prize from E. T. Cunningham, Inc., which conducted a national window display contest.

window, reminded the passer-by of the navy disaster on the California coast and stated "Radio brought help to the doomed U. S. destroyers." An airplane suspended above all this bore the placard, "Airmen reported progress of the eclipse by radio from above the fog."

The design of the window was pleasing. It had life. It had a local and timely appeal; and it tied up to the one central message represented by the display of Cunningham tubes in the rear of the window. The prize awarded was \$1,000.

## Floor Patterns Show Whether Washer Fits in Kitchen

"But I have no room in my kitchen for a washing machine, and I have no separate laundry!" How often, when your woman prospect says this, you wish that you could just set the washing machine down in her kitchen and prove to her how little space it really takes!

As the next best thing, the Federal Electric Company of Chicago is supplying paper floor patterns, which, spread out on the floor, give the exact size of the machine and show how much space it will take up in the kitchen. Often only a slight rearrangement of furniture will provide room, or the elimination of a small kitchen table. The patterns, which are novel and handy selling tools, will be appreciated by washing machine salesmen.

## Templates Simplify Building of Home Made Radio Sets

Have you ever thought what the usual course of events is for the radio fan who buys a complete set of parts to build his first receiver? He takes his treasured packages home and commences to lay them out as explained in the new hook-up. Everything goes along smoothly in the artistic arrangement until the marking of the holes for panel-mounting the parts becomes necessary. Here is where he stops.

He asks himself, "How am I going to find out where to drill the holes to mount the condenser, the coupler, the variometer, the rheostat, the potentiometer and other essentials?"

The problem is a very real one, and the Federal Telephone & Telegraph Company, of Buffalo, has helped solve it in a new and interesting way.

## With and Without—A Story in Pictures



If you wait just a second in front of this Western Electric fan display you will be relieved to see that the suffering sweltering man in the picture obtains instant relief by the use of an electric fan. A similar story is told in the panel to the right, where the woman and child are made comfortable by the soft breeze blowing upon them. In the foreground is an oscillating fan, swinging slowly from side to side. Attached to its guard two black threads reach in to eyelets in the swinging panels. Each turn of the fan changes the panels and the flashing change of color commands attention.

Every purchaser of a Federal radio part, whether it is a variable condenser, variometer, variocoupler, rheostat, potentiometer, or anti-capacity switch, receives free of charge an accurately marked template or pattern showing how to space correctly the holes for the mounting screws. To make certain that the parts are properly put in position after the holes are drilled, screws of the right size, polished and nickel-plated, are also supplied.

All the purchaser has to do is to paste the template on the spot where the holes are wanted and punch a sharp instrument through the paper into the panel, thus transferring the correct spacing from the paper template to the panel.

"How I Sell More Exterior Fixtures" is the title of a new booklet prepared for free distribution by the Novelty Lamp & Shade Company, Cleveland, Ohio. The booklet contains general information on the electric lantern as well as a number of plans for the sale of the outdoor lighting fixture.

"Fuses and Their Use" is the subject of the No. 12 catalog distributed by the Bussman Manufacturing Company, St. Louis, Mo. The catalog contains a list of "Buss" products, together with a simple, non-technical treatise on fuses and their use. "The first part of the booklet is a reprint of the widely distributed booklet 'Fuseology,' containing fuse information of a rather elementary nature," it is explained, "while the latter part contains information on fuses never before printed."

## Bring the Home to the Fixture

The fixture that the housewife so enthusiastically selects from among the countless number displayed in the dealer's showroom may turn out to be a perfect fright when transplanted to the dining room or living room. To present its fixtures in the surroundings for which they were designed,



the Miller Company, Meriden, Conn., has planned the lithographed display illustrated which it is distributing to "Duplex-A-Lite" dealers for a nominal sum. The display is mounted on heavy cardboard, lithographed in eight colors, and when set up measures 39 1/2 in. wide by 31 in. high. The miniature "Duplex-A-Lite" is 4 1/2 in. in diam. and is an exact duplicate of the large unit. A 21-cp. automobile headlight lamp provides illumination for the fixture.

## Color-Light Your Neighboring Show-Windows

"Distinctive window displays," says a booklet just issued by the Reflector & Illuminating Company, Chicago, "are recognized by leading merchandisers as essential for maximum success in retail selling, and one of the most effective methods of inducing individuality into display windows is color-lighting.

The electrical dealer anxious to push his sales of window lighting units might well make a list of all the merchants in his town or community with windows which could be improved by color-lighting, and mail them these two booklets of the Reflector & Illuminating Company—"The Merchandising Value of Distinctive Lighting" and "Intensify the Sales Appeal of Your Windows."

## "One-Third More in '24!"

From manufacturer, to jobber, to dealer, to consumer is the course taken by "The Big Idea" or "One-Third More in '24!" direct-by-mail co-operative campaign inaugurated by Curtis Lighting, Inc., Chicago. It is a campaign to help jobbers and dealers sell more "X-ray" reflectors, more wire, conduit, sockets, fittings, lamps and other lighting accessories. The dealer-to-consumer campaign consists of three letters sent to the prospect, together with special sales

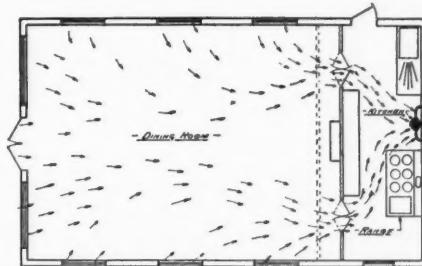
literature. Simultaneously, a broadside is mailed the prospective purchaser direct from the company's main office. The expense of the campaign, with the exception of postage, is borne by Curtis Lighting, Inc.

## Beauty and Health via the Vibrator

"Everyone can have a little flush of color that lingers," a catchline few women could pass by without a second look, is the title of a leaflet on electric vibrators issued by the Hamilton-Beach Manufacturing Company, Racine, Wis.

A master volume on massage is also supplied by the Hamilton-Beach Company, describing 109 separate treatments with the electric vibrator.

## Correct Installation of Restaurant Ventilator



Watch the air currents. For the average restaurant, one exhaust fan installed in the kitchen will drive out all offensive odors. This diagram from the American Blower Company's "Electric Ventilation" shows the correct position.

## New Electric Range and Iron Manuals

To help build the electric range business, the Society for Electrical Development in co-operation with the Electric Cooking and Heating Division of the N.E.L.A. Commercial Section, has prepared four manuals on electric range business development. Three of the manuals

## An Idea for a "Grand Slam"

The Western Electric Company is inducing its dealers to use the score sheet as a medium of advertising. The pads are issued to the dealer at a special price of \$10 for 200 pads, the cost varying with the quantity ordered. Checks accompanying order should be made out to the order of the P. Bacon Richardson Company, 149 Broadway, New York City.

deal, respectively, with sales management, advertising and retail sales and management. Each contains 96 pages and is well illustrated. Copies are available to non-members of the Society at \$2 each. The fourth manual (\$1) which deals with servicing, contains 32 pages and is also illustrated.

A 96-page, illustrated manual containing merchandising helps on irons and ironers, prepared by the Society, is also ready for distribution. Price \$1.

For further information on these manuals, address the Society at 522 Fifth Avenue, New York City.

The Empire Lighting Fixture Company, Inc., 122 Fifth Avenue, New York City, has issued a new catalog showing its entire line of "Fixtures That Are Different."

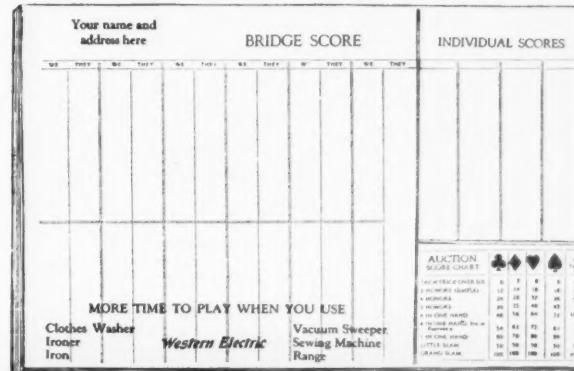
The Hart Manufacturing Company, Hartford, Conn., has ready for distribution a new 64-page manual on its remote control equipment.

The F. W. Wakefield Brass Company, Vermilion, Ohio, has brought out a new folder on its "Red Spot" kitchen light. "Electric Daylight for Your Kitchen" is its title.

The One Minute Manufacturing Company, Newton, Iowa, has designed a cut-out window trim, printed in colors, bearing the message, "There is no laundry problem where there is a 'One-Minute' washer!" Window pasters in black and red, bearing pertinent sales messages, are also available for the dealer.

The Greist Manufacturing Company, New Haven, Conn., has issued a brightly-colored circular "Light Where You Want It," showing its line of adjustable lamps and suggested uses for each style.

The Savage Arms Corporation, Utica, N. Y., has issued for distribution to its dealers several interesting selling helps including colorful window pasters and display cards with characteristic Indian design; a many-colored store hanger; a booklet on the Savage Arms plan for financing dealers' time payment sales; and new envelope stuffers and circulars.



# New Merchandise to Sell and Where to Buy It

*Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers are Putting on the Market*

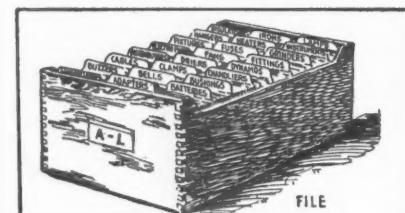
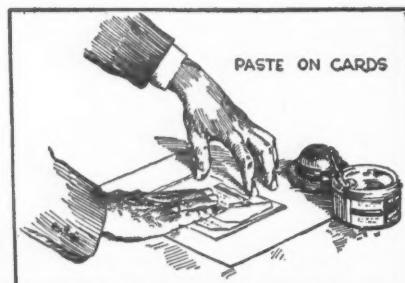
**Including Many New Appliances Suitable for the Home Electric**

## For Your Further Information— We Are Now Including "Intended Selling Prices" of New Products

In response to suggestions from readers that the usefulness and service of this department "New Merchandise to Sell" would be further enhanced if we included *prices* with our descriptions of new products, *Electrical Merchandising* with the April issue began the publishing of "intended retail selling prices" of articles, where such information is available. The intended retail selling price given in each instance is the price at which it is expected the article *can be sold to the retail purchaser*, after the customary distribution costs have been allowed for.

In no case, of course, is the figure given to be taken as setting a price at which the product must or should be sold by the retailer. Instead, the prices set down on this and the following pages are given merely for the convenience of our merchant-readers—to afford them approximate figures by which to gage roughly the probable market with their own respective clientele.

## How to Use and File These Items



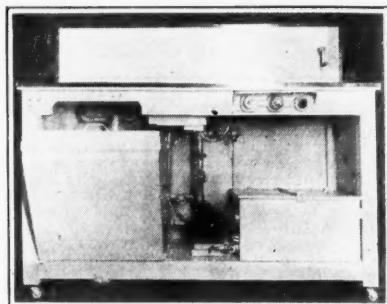
Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.

## Machine for Making Frozen Drinks

*Electrical Merchandising*, July, 1924

Upon investigating the mechanism of the new "Popsicle" or "drink-on-a-stick" machine, it will be found that the unit is operated from the ordinary lamp socket by means of electricity, a motor, a pump and the refrigerating agent. Glass molds are filled with "Popsicle" syrup, a stick is inserted in each mold, the molds are placed on trays and the trays, in turn, in the machine in the place designated. In a few minutes' time, the syrup has frozen hard, the "Popsicles" are removed from the molds, inserted into individual waxed-paper bags and sold to eager customers.

The machine illustrated is known as Series C, Type 2, and its capacity, under proper conditions, the manufacturer points out, is about 6,000 "Popsicles" daily. Intended price, \$550 complete, \$350 payable the first year and \$50



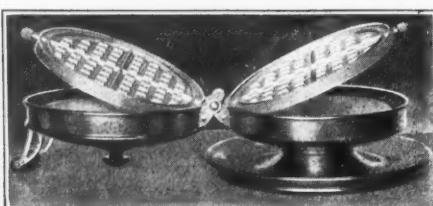
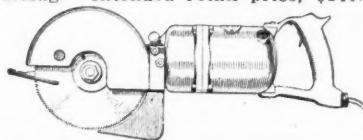
yearly thereafter. A smaller model is also made by the company. Manufacturer, Popsicle Corporation of the United States, 465 Washington Street, New York City.

## Electric Hand Saw

*Electrical Merchandising*, July, 1924

Wood, metal and building compositions, it is declared, can be cut quickly and easily with the new "Skilsaw" electric hand saw developed by the Michel Electric Hand Saw Company, 166 East Grand Avenue, Chicago, Ill. The front guide upon which the machine rests, glides over the surface of the work. The

rear guide follows in the path of the cutter and makes the machine self-guiding. Intended retail price, \$140.



## Combination Waffle and Pancake Iron

*Electrical Merchandising*, July, 1924

Pancakes, hotcakes, and waffles can be made right at the table without smoke or grease on one of the new combination waffle and pancake irons recently announced by the Majestic Electric Development Company, 1705 Allegheny Avenue, Philadelphia, Pa. The aluminum cooking plates are 8½ in. in diameter and are reversible, one side for waffles and the other for pancakes. About \$18.

## Washing Machine

*Electrical Merchandising*, July, 1924

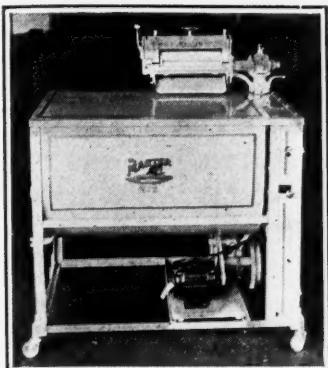
The disc clutch principle of drive, it is pointed out, is incorporated in the new Model 52 washer brought out by the One Minute Manufacturing Company, Newton, Iowa. This type of drive, the manufacturer explains, enables the operator to put the machine in operation as slow or as fast as desired, without the clashing of gears or the engaging of any positive clutch. Other features of the machine are the copper "inside" washer tub which may be easily lifted from the frame, the one-unit mechanism and the wringer.



## Plural Plug

*Electrical Merchandising*, July, 1924

Another new plural plug, designed for baseboard-outlet use with all standard parallel-blade receptacles, has appeared on the market. It is made by George Richards & Company, Inc., 557 West Monroe Street, Chicago and is known as the Hemco Tee-Lite.



### Billiard-Table Iron

*Electrical Merchandising, July, 1924*

For use on that popular medium for indoor sport—the billiard table—the Jackson Electric Stove Company, 143 Sloane Street, London, S. W. 1, is making an electric iron of special design for use on billiard tables. The iron may be obtained in either of three sizes, from 19 to 23 lb. weight with 600-watt rating. Intended retail price, about \$14.

### Large-Capacity Washing Machine

*Electrical Merchandising, July, 1924*

Designed especially for institution use, the "Master" washer No. 2, made by the Meadows Manufacturing Company, Bloomington, Ill., will accommodate sixteen sheets, the manufacturer declares. It is operated by a 1/4-hp. motor, has the "Meadows" wringer and the same gearing arrangement as that incorporated in the "Meadow Lark." The new machine is made only with copper tub with special aluminum-composition cylinder. Intended list price, \$195. Without wringer, \$175.

### Double Hotplate

*Electrical Merchandising, July, 1924*

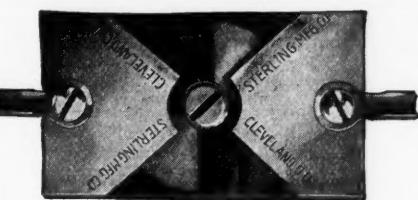
Two 660-watt heating units are incorporated in the new double hotplate made by the Even Heat Electric Company, 2429 Canton Avenue, Detroit, Mich. The large cooking top measures 18 in. x 9 in. The plate weighs but 9 lb. and is made for use on 110-125-volt circuits.



### Condenser

*Electrical Merchandising, July, 1924*

A turn of the screw slot in the visible plate of the new No. R-311 "Microcondenser" made by the Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio, sets it in the equalized position in which it remains, declares the manufacturer, without any further manipulation. Intended retail price, including connecting lugs and screws, \$1.



### Flush-Type Service-Panel

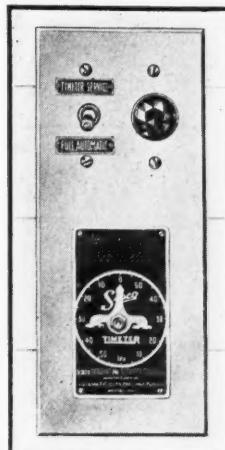
*Electrical Merchandising, July, 1924*

By throwing the toggle switch to the proper position as indicated on the panel, the electric water heater may be operated either "full automatic" or with "Timer." The pilot lamp in the upper right-hand corner shows when the current is going through the heating units. If installation is made when the house is under construction, all wiring may be concealed and the panel, flush with the wall, will present an attractive appearance. Manufacturer, Automatic Electric Heater Company, Warren, Pa.

### Radio Plug

*Electrical Merchandising, July, 1924*

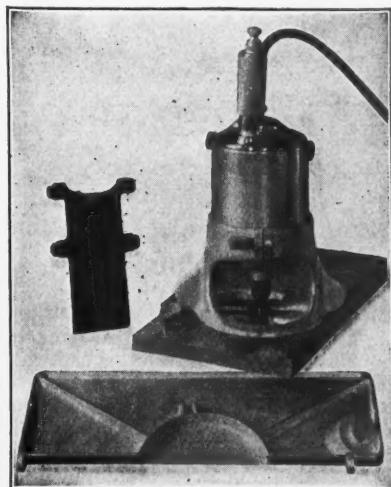
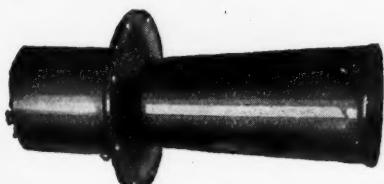
The Carter Radio Company, 1850 Republic Building, Chicago, manufacturer of the Carter "Tu-Way" radio plug, has now added to its line a new "One-Way" plug for use with headphones or loudspeaker. No screws are used, the company declares, the cord tip being pressed between long, heavy phosphor-bronze springs, making contact the entire length of the tip. Intended retail price, 50c.



### Automobile Horn

*Electrical Merchandising, July, 1924*

An unusually large diaphragm, long bell and specially-designed motor, so that full tone is secured almost instantly, are characteristics of the new Model B "Basco" horn made by the Briggs & Stratton Company, Milwaukee, Wis. Tone adjustment is external, by means of an adjusting screw. Intended list price, \$5.



### Electric Router

*Electrical Merchandising, July, 1924*

Pattern-makers and woodworkers in general will be interested in the new electric router brought out by the R. L. Carter Company, 1234 South State Street, Syracuse, N. Y. With the various attachments available, a thousand uses for the router will develop, the manufacturer points out. It has a 1/4-hp. universal motor and operates from any 110-220-volt circuit. It weighs 4 lb. and fits the hand. Intended price, \$44, including bits, combined switch and connector, templet guide, cord and plug.



### Crystal Receiver

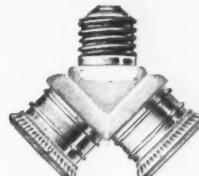
*Electrical Merchandising, July, 1924*

The new "Junior" crystal receiver developed by the Crosley Radio Corporation, 200 Alfred Street, Cincinnati, Ohio, is designed for use in radio reception within a radius of about 25 miles. No batteries or tubes are required. The intended retail price, without phones or aerial equipment, is \$4.

### Plural Plug

*Electrical Merchandising, July, 1924*

Under the trade name of "Reliance," Buschman, Weissberg & Company, 621 Broadway, New York City, has introduced a line of wiring devices including the two-light cluster plug illustrated. The plug has a porcelain disc, the manufacturer points out, instead of the usual fibre disc, and the white-glazed porcelain and polished brass finish give it an attractive appearance. About 60c.



Continued on third page following, for your convenience in clipping and filing.

Each item will fit a 3 x 5 in. standard filing card

# News of the Electrical Trade

## Jobbers Discuss Merchandising Problems

Topics of merchandise distribution and appliance sales were very much to the fore during the convention of the Electrical Supply Jobbers' Association held at Hot Springs, Va., June 4 and 5.

Girard Swope, president of the General Electric Company, recommended the devotion of greater attention to the costs of distribution, and cited the benefits of co-operative work by all groups through organizations like the Society for Electrical Development.

A. G. Kimball, president, Landers, Frary & Clark, commented on the rapid increase of distribution of electrical appliances through non-electrical outlets, and gave it as his opinion that hardware jobbers are making progress because it is their habit to put more of their profits back into their business to develop special lines than is customary with electrical jobbers. It is not logical to try to keep non-electrical dealers out of the field, for there is a place for electrical appliances in those stores that sell to the home. Electrical jobbers should sell to both fields and develop the fittest dealers, he said.

### "Red Seal" Certificates on House Wiring

A plan for the issuance of certificates of quality by electric leagues to mark wiring installations that are adequate and of high quality was described by W. L. Goodwin, vice-president of the Society for Electrical Development.

### Conventions Ahead

CONFERENCE OF REPRESENTATIVES OF ELECTRICAL LEAGUES, *Camp Co-operation IV, Association Island, Henderson Harbor, N. Y., September 2-6.*

FIRST ANNUAL INTERNATIONAL RADIO SHOW, *Madison Square Garden, New York City, September 22-28.*

ASSOCIATION OF ELECTRAGISTS, ANNUAL CONVENTION, *West Baden Springs, Ind., September 29-October 4.*

VACUUM CLEANER MANUFACTURERS' ASSOCIATION, *Cleveland, Ohio, October 3.*

ELECTRICAL CREDIT ASSOCIATION, (MIDDLE AND SOUTHERN ATLANTIC STATES) *Philadelphia, Pa., November 14.*

liminary studies of merchandising policies which is abstracted on a preceding page in this issue.

Frank S. Price was elected chairman of the Atlantic Division, with J. L. Owens and Clarence Wheeler succeeding themselves on the executive committee, and Frank H. Stewart was elected for the unexpired term of F. E. Stow. G. E. Cullinan succeeds himself on the executive committee. Walter Bissell was elected chairman of the Central Division, with John Schmidt-bauer and L. L. Hirsch on the executive body.

At the conference of the Westinghouse Agent Jobbers' Association, which immediately preceded the Jobbers' Association Meetings, F. M. Averill, was re-elected president and J. S. Tittle as vice-president. Samuel A. Chase was made an honorary life member of the executive committee in recognition of his long services to the organization.

## Field Work Started on Home-Lighting Essay Contest

Considerable interest in the Home-Lighting Essay Contest, recently launched at the N. E. L. A. Convention, is reported by Kenneth A. McIntyre of the Society for Electrical Development, who is now engaged in field work in the middle west.

The field work is directed toward organizing the United States and Canada by divisions, with a regional director in each. The general plan of organizing the localities in the several divisions will follow the lines of securing the consent of a man to act in each locality, or in each company, as the key man for organizing the local phase of the Home-Lighting Contest. Plan books, lighting primers, lighting lessons, motion picture films and other material to be used in connection with the contest will be distributed by the Society.

Information about the contest can be obtained at the lighting Educational Committee's headquarters, 680 Fifth Avenue, or from the Society for Electrical Development, at 522 Fifth Avenue, New York.

## Pennsylvania Contractors and Dealers Elect Officers

Officers for the coming year were elected by the Pennsylvania State Electric Contractors & Dealers and Lehigh Valley Electragists at its annual meeting June 11, at Allentown, Pa. One hundred and thirty-five persons attended the banquet.

Newly elected officers are F. L. Smith, Scranton, president; D. L. Bradley, Norristown, vice-president, and seven directors. Samuel A. Chase



The Florida Association of Electragists held a state meeting, May 20, at Jacksonville, Fla., where the Jacksonville Electrical Jobbers' Association and the Electrical Contractors' and Dealers' Association of Jacksonville, played the role of hosts. Some of the delegates are shown in the accompanying picture. In the front row (left

to right) are: G. C. Arnaud, president, Jacksonville Electrical Contractors' and Dealers' Association; President Ayers, Orlando, Florida, of the Florida Association of Electragists, and Chas. E. James, Fort Pierce, Fla., secretary, Florida Association of Electragists. These conventionites certainly know how to get more business now.



On a recent strictly business trip to New Orleans on which it was rumored that golf held a prominent place, Willard W. Low, (left) president Electric Appliance Company, Chicago, and vice-president, Electric Appliance Company, New Orleans; and Robert E. Gorton, (right) general manager, Packard Lamp Division, National Lamp Works and of the General Electric Company, Warren, Ohio, were caught working (?) unloading several cartons of lamps. The question mark belongs to C. Robert Churchill, president and general manager, Electric Appliance Company, New Orleans, who snapped the picture.

of the Westinghouse Electric & Manufacturing Company was unanimously elected a member of each association. Speakers were T. Hall Truman, Jr., division manager, Pennsylvania Power & Light Company, Allentown; Mr. Jacquet, Society for Electrical Development; Mr. Bargin, Radio Corporation of America, and S. A. Chase, Westinghouse Electric & Manufacturing Company.

### Outdoor Electric Show in Cincinnati August 16-30

With the sound idea that the place to sell appliances and radio is the place where customers are gathered, the Electric Club of Cincinnati is planning an Electric Show in Chester Amusement Park, August 16 to 30.

Judging from the enthusiasm with which all the elements of the electrical trade are getting behind the Outdoor Electric Show, the expectation is well founded that this year August will not be a dull month electrically in Cincinnati.

### Illuminating Engineering Convention at Briarcliff Manor, N. Y.

A well-rounded papers' program is being arranged for the annual convention of the Illuminating Engineering Society during the week of October 27 at Briarcliff Manor, one hour's ride from New York City. Frank C. Taylor is chairman on the committee of papers.

William J. Clark, vice-president of the Westchester Lighting Company, is general chairman of the convention committee and is directing the preparation of the entertainment program.

**Morgan P. Ellis**, formerly assistant sales manager of the Economy Fuse & Manufacturing Company, Chicago, has been appointed general sales manager.

**The Crucet Manufacturing Company**'s showrooms are now located at 18 West Twenty-third Street, New York City.

**The F. W. Sickles Company** is the new name of the Radio Manufacturing Company, Springfield, Mass., with headquarters at 337 Worthington Street.

**The Philadelphia Wireless Sales Corporation**, formerly the Philadelphia School of Wireless Telegraphy, because of its increase in business, has moved to larger quarters at 133 North Eleventh Street, Philadelphia.

**Rathbone, Sard & Company**, Aurora, Ill., which for the past three years has been operating under a trusteeship, completed its reorganization on the first of the year. The trusteeship was eliminated and the corporation resumed control of its operations. The new officers elected are: E. W. Pittman, president and treasurer; C. F. Jaques, vice-president; and C. T. Melvin, secretary.

**Clarence E. Ogden**, president of the Automatic Electrical Devices Company, Cincinnati, Ohio, has recently organized a new concern, the Kodel Manufacturing Company, for the manufacture of a portable radio set, of which he is the inventor, together with other electrical and radio specialties.

**J. Rudges**, formerly secretary and treasurer of the Owl Flashlight Company, now dissolved, has organized a new business under the name of J. Rudges Company, Inc., 49 West Twenty-seventh Street, New York City, to manufacture Christmas tree lighting sets and to import electrical specialties.

**The Alpha Radio Supply Company, Inc.**, manufacturer of insulated cambric tubing and bus-bar wire, is now located

in the Cable Building, 611-621 Broadway, New York City, where executive and sales offices will be maintained.

**L. G. Hawkins & Company**, London, announces its removal to 30 Drury Lane, Kingsway, London, W. C. 2.

**The Master Electricians' Association** of Newark, N. J., held an electrical show June 2 to 7. The theme of the show was "Electrical Wizard's Cave."

**The Electra Brokerage Corporation**, manufacturer of "Ielite" products, announces the removal of its offices and salesrooms to the Hodgman Building, Tuckahoe, N. Y.

**The Garfield Manufacturing Company**, Garfield, N. J., is erecting a two-story addition to its plant at Garfield. A total of 10,000 sq.ft. additional space will thereby be provided.

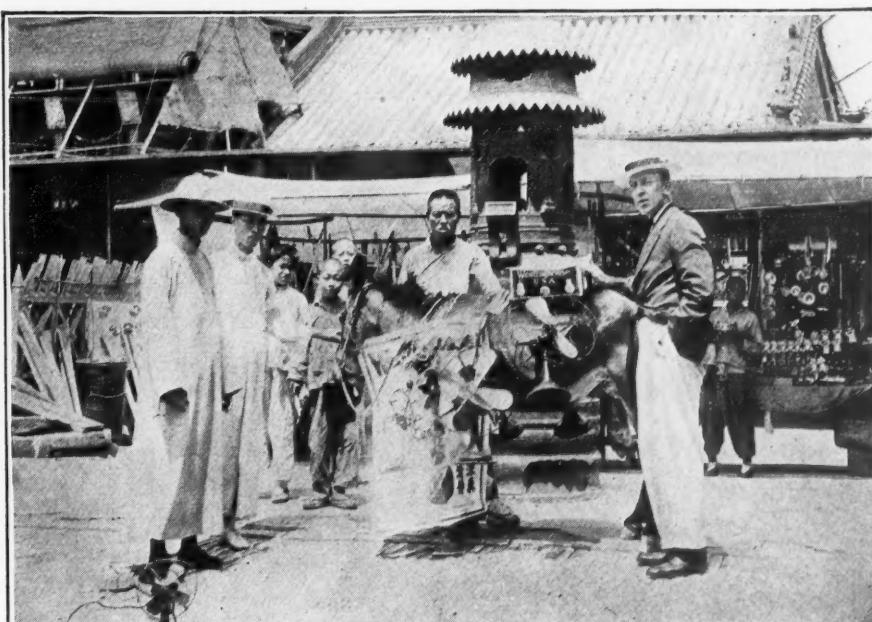
**The Electrical Reflector and Novelty Company**, New York City, announces that it has formally adopted as its trade mark, "Standard Reflectors," and is so marking all its patterns.

**The Electric Utilities Manufacturing Company**, 314-316 Adams Avenue, Scranton, Pa., is the name of the new organization now manufacturing the "Turnlo" line of regulatable portable lamps and wall brackets.

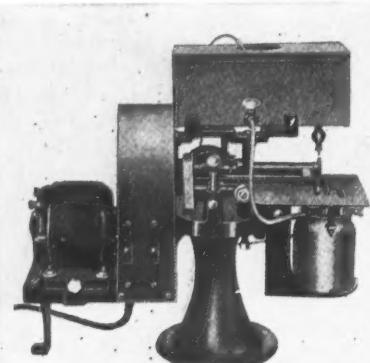
**The Fay Company** has recently been organized to manufacture electric waxing and scrubbing machines. General offices and factory are located at 514-516 West Fifty-seventh Street, New York City.

**The Rutenber Electric Company**, Marion, Ind., announces the appointment of two new sales representatives: the Paralelectric Company, 1103 Widener Building, Philadelphia and the George O. Jones Company, 164 Federal Street, Boston, Mass. The former covers Pennsylvania and the latter all of the New England States.

(Continued on page 4480)



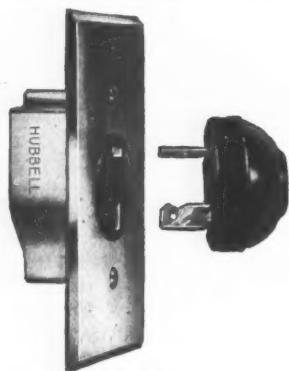
Burro transportation is all the fad in China, so when Kay Ingerslev, representative of the Westinghouse Electric International Company, delivers appliances, he calls in a coolie, a burro, and away they go. This photograph was taken in Peking, showing Mr. Ingerslev and his entourage en route to secure a fan contract.



### Seam Dampener for Laundry Use

*Electrical Merchandising, July, 1924*

A unique electrically-driven machine is being manufactured by the Stebbins Manufacturing Company, Denver, Colo. It is a double water-feed seam dampener for use in laundries for dampening starched collars after they have been laundered and pressed out, so that they can be folded without breaking. Power for the dampening wheels is supplied by a 1/20 hp. Westinghouse motor, turning the wheel shafts through a noiseless friction drive. The motor is controlled by a snap switch located beside the heating element.

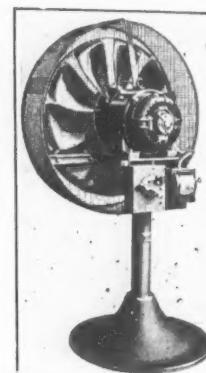


### Flush-Type Receptacle

*Electrical Merchandising, July, 1924*

Harvey Hubbell, Inc., Bridgeport, Conn., has recently brought out a line of 10-amp. and 20-amp. polarized shallow flush receptacles which have been redesigned to fit standard convenience outlet face plates. The receptacles are particularly adaptable to thin partitions, it is pointed out, as they are only 1 3/32 in. deep.

### Fan for Industrial Plants



*Electrical Merchandising, July, 1924*

The new "Ventura" fan brought out by the American Blower Company, Detroit, Mich., is designed for use in steel mills, foundries, forges and other plants where heat-treating processes are used. It is built in two sizes, requiring 1 and 4 hp. respectively.

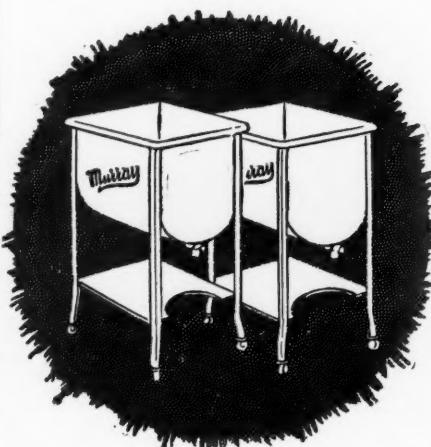
## New Merchandise to Sell

*(Continued from third page preceding)*

### Portable Drain Tubs

*Electrical Merchandising, July, 1924*

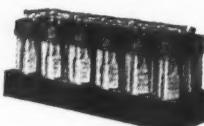
Many uses are suggested for the portable tubs made by the J. W. Murray Manufacturing Company, 4400 North Union Boulevard, St. Louis, Mo., besides its use with the washing machine in homes where no stationary tubs are provided. During the canning season it will be found convenient for the peeling and canning of fruits, etc.; by inserting a wire tray it can be used for the scalding of soiled dishes; and in the garage the tub will be found convenient in washing automobile parts in gasoline. The tubs are provided with large drain faucet and standard hose connection. Finished in battleship gray.



### "B" Storage Battery

*Electrical Merchandising, July, 1924*

The plates and electrolyte level of the new "B" storage battery brought out by the Main Electric Company, Cleveland, Ohio, are within view of the user so that the actual condition of the battery may be seen at all times. It is built in 24-volt units, and has a capacity, it is claimed, of 3,000 m.a.h. Intended list price, \$8.85.



### Wooden Radio Horn

*Electrical Merchandising, July, 1924*

An English manufacturer, H. Maddison, 2a, Ronald's Road, London N5, England, is making a line of wooden radio horns of unusual construction and design. The bell of each horn is made of separate pieces of wood, joined together. The "Allwoodorn" illustrated has 18-in. bell and is made of 10 leaves or 10 joined pieces.

### Electric Fireplace

*Electrical Merchandising, July, 1924*

A new model of the Magicoal electric fire units is the "Sunblaze" which may be obtained with a 3-heat control, two 14-kw. elements or two 1-kw. elements to warm up a large sized room or with a 2-heat control, one 660-watt element only, for use on the ordinary lighting circuit. The Magicoal products are handled in the United States by Mayer Bros. & Bramley, Inc., 417 West 28th Street, New York, and in Canada by the Magicoal Electric Fires, Ltd., 291 Mountain Street, Montreal, Que.



### Toggle Switch

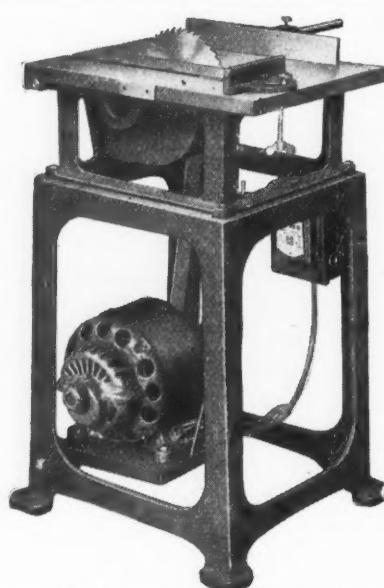
*Electrical Merchandising, July, 1924*

Harvey Hubbell, Inc., Bridgeport, Conn., is the manufacturer of a new shallow-type toggle switch. It is equipped with black bakelite handle and, it is pointed out, has an improved, easily-operated and quick-acting mechanism.

### Electric Utility Saw

*Electrical Merchandising, July, 1924*

With the increasing amount of radio material now being manufactured, a special use is found for the new utility saw brought out by William B. & John E. Boice, 1730 Norwood Avenue, Toledo, Ohio, in the radio field. It is well adapted, in addition to its use in the woodworking industry, says the manufacturer, for sawing bakelite, formica, asbestos board, brass and copper rods and for the manufacture of radio cabinets. The machine swings saws as large as 8 in. in diameter and will cut 2 1/2-in. stock. The motor required is 1/2 to 1 hp., depending on the diameter of the saw used. The height of the complete unit is 33 in.



### Pocket-Type Ammeter

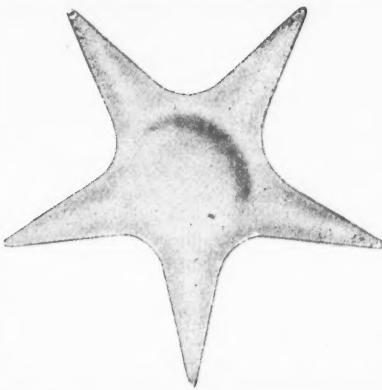
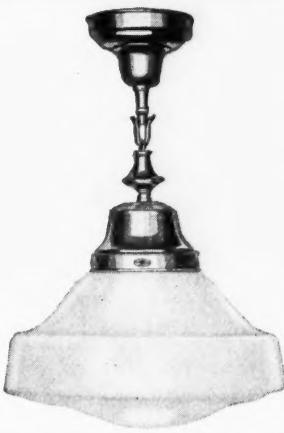
*Electrical Merchandising, July, 1924*

This pocket-type ammeter, made by the Eldredge Manufacturing Company, Springfield, Mass., is of the solenoid type movement, with heavily nickelized watch case. It is designed for use with automobiles, motorcycles, motorboats or wherever dry batteries are used. Has range of 0-30 amp. and 0-50 amp. Intended retail price of each range, \$2.

What's new on the market? These pages will tell you. 

**Commercial Lighting Unit***Electrical Merchandising, July, 1924*

Outstanding features of the new "Red Spot" commercial fixture brought out by the F. W. Wakefield Brass Company, Vermilion, Ohio, are the hickey which supports the fixture stem at ceiling or outlet box, built to carry a pull switch, thus relieving the canopy from strain; the extra-deep canopy, with knock-out and bushing for individual control; the special canopy extension to conceal outlet boxes openly affixed to the ceiling, this canopy being provided with knock-outs and twist-outs to accommodate either conduit or Wiremold; and the use of a mogul socket, positioned for a 300-watt or 500-watt lamp, to overcome the possibility of under-lamping.

**Christmas Tree Light***Electrical Merchandising, July, 1924*

The month of July is not exactly the time when Mr. Householder selects his Christmas tree lighting equipment, but it is the time when the electrical dealer makes a note of the lines he is going to carry for the next Christmas season. Illustrated is one of the many new designs brought out by the Anthony Wayne Lamp Company, Fort Wayne, Ind.

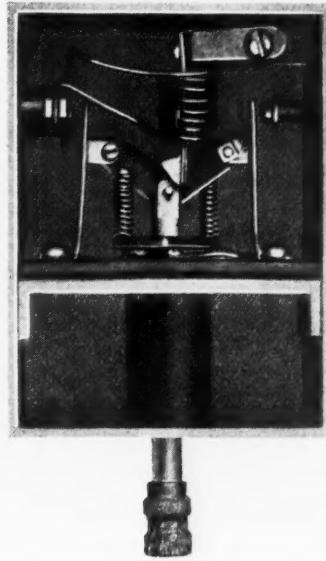
**Adjustable Fixture***Electrical Merchandising, July, 1924*

For drafting boards or places requiring longer extensions than are provided by the usual adjustable fixture, the O. C. White Company, 15 Hermon Street, Worcester, Mass., has designed the type of extension fixture illustrated. It is known as Style 23D and is a two-arm fixture with universal base joint. The rigid upright is made for flat attachment but side attachment may be obtained by special order. Style 24D is similar to the fixture described but has clamp-on base.

**Safety Switch***Electrical Merchandising, July, 1924*

Burned-out motors and blown fuses will be eliminated, it is declared, with the use of the new safety switch for fractional horsepower motors and house wiring, made by the Electric Safety Device Company, 1020 Guardian Building, Cleveland, Ohio.

The switch is especially adapted for use on washing machines and other devices and combines a switch for starting and stopping the motor, a thermostatic arrangement which allows the motor to work with an overload for a period of time safe to the motor, and a circuit-breaker which protects the motor against a dead short. It is also adaptable for household service and, the manufacturer points out, eliminates the use of fuses. Intended retail price, \$2.75.

**Radio Receiver***Electrical Merchandising, July, 1924*

The "Bestone V-60" radio receiver made by Henry Hyman & Company, Inc., 476 Broadway, New York City, employs four tubes and two controls. Enclosed in dark-finished mahogany cabinet, with special compartment for "B" batteries. Intended retail price, without batteries and tubes, \$150.

**Radio Receiver***Electrical Merchandising, July, 1924*

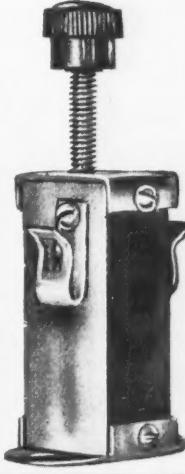
The fifth tube of the five-tube neutrodyne radio outfit recently brought out by the Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y., is seldom used, the company declares, except for loud-speaker volume on very distant stations. Most stations, it is pointed out, are brought in with loudspeaker volume on the first audio stage, using only four tubes, the second audio stage being used for loudspeaker volume on all but extremely distant stations. The set carries two stages of tuned and neutralized radio frequency amplification and two stages of audio frequency amplification. Enclosed in mahogany-finished cabinet. Intended retail price, without tubes or batteries, \$180.

**Voltmeter***Electrical Merchandising, July, 1924*

One of the new pocket-type instruments made by the Eldredge Electric Manufacturing Company, Springfield, Mass., is a voltmeter which operates on either alternating or direct current and indicates in either direction of the current, giving instant reading, says the manufacturer, regardless of polarity of terminals. The voltmeters come in ranges of 0-6 volts, 0-10, 0-20, 0-25, 0-30 and 0-50 volts. About \$6.50.

**Grid Leak***Electrical Merchandising, July, 1924*

A varying grid leak, designed to give a value that fits the type of tube with which it is to be used, has been developed by the Collyt Laboratories, 565 West Washington Boulevard, Chicago, Ill. Provision is made for base or panel mounting. The entire device measures 3 1/2 in. overall length and about 1 in. in diameter. Clip binding posts are used so that a quick and ready connection can be made without soldering.

**Odorizing Attachment for Electric Hair Dryer***Electrical Merchandising, July, 1924*

Besides providing the fastidious woman (and man, too) with a convenient method of imparting to her locks the subtle scent of her favorite perfume, the "Therm-Air" attachment for the electric hair dryer, brought out by the P. A. Geier Company, Cleveland, Ohio, also has a number of other uses such as disinfecting and deodorizing sick rooms, closets and areaways, perfuming sheets, pillows and cushions, scenting wardrobes and chests, deodorizing and purifying clothing, dispensing curative fumes in cases of asthma, croup and other respiratory diseases. The device is fitted into the end of the dryer in place of the regular nozzle. Inside, it contains felt pads on which can be sprinkled perfume, disinfectant or deodorizer of any kind.

Continued on third page following, for your convenience in clipping and filing.

Each item will fit a 3 x 5 in. standard filing card

## News of the Electrical Trade

(Continued from page 4471)

**M. W. Thompson**, formerly associate editor of *Radio Digest* and previous to that, advertising manager of the De- Forest Radio Telegraph & Telephone Company, has been engaged as advertising and publicity director for the Freed-Eisemann Radio Corporation.

**The Beaver Machine & Tool Company**, Newark, N. J., has appointed the following district sales representatives: Robinson & Bell, St. Paul, Minn.; Electric Sales Company, Louisville, Ky.; Louis L. Barnes, Station E, Atlanta, Ga.; Henger-Fairfield, 420 Engineers' Building, Cleveland; L. R. Pierson, Benbow Arcade, Greensboro, N. C.

**The American Fabric Company, Inc.**, manufacturer of radio cords for headphones and loudspeakers, has under construction a new fire-proof factory at 46 Baker Street, Providence, R. I. The new structure will provide 13,000 sq. ft. of floor space. "At our new factory," says Jacob Kenner, president, "we will have a production of approximately 75,000 to 100,000 cords per week."

**The Magnus Electric Company**, to create a wider distribution of its products, has recently despatched Louis Weinstein on an extended trip to Central and South America. Slyvan Ginsbury has recently left for a year's trip to the Near and Far East countries.

**The Atlantic Insulated Wire & Cable Company**, subsidiary of the Rome Wire Company, is now located at the latter's headquarters at 50 Church Street, New York City.

**The Industries Sales Company**, 132 Nassau Street, New York City, is the name of a new company recently formed by James F. Langan, formerly purchasing agent of the electrical division of Oliver Brothers, and Raymond A. Paynter, formerly with the Manhattan Electrical Supply Company.

**Peter Greenberg**, contractor-dealer, 797 Nostrand Avenue, Brooklyn, N. Y., has opened a branch store at 1798 Nostrand Avenue, to be devoted largely to radio equipment.

**Haber Electrical Appliance Company** is the new name of the former Haber Die and Stamping Company, manufacturers of electrical heating appliances, it was recently announced. The management will be under the direction of the same officers as heretofore and no changes will be made in the personnel of the organization.

**The United Electric Company**, Canton, Ohio, has inaugurated a monthly sales contest among its salesmen. Prizes are awarded the salesmen securing the most sales in each month, most sales any one day and any one week during each month, the best story or letter of hardest sale during each month, and weekly prizes for the most sales each week. A new model Ohio cleaner is also being awarded each salesman who sells, individually and without assistance, 25 Ohio cleaners during each month.

**The Westinghouse Electric Company** has opened a new distributing warehouse at 121 East Fourth Street, Davenport, Iowa, with 16,000 sq. ft. of floor

space devoted to stocks of wiring supplies, motors and control, lighting fixtures, line materials, lamps, power and light plants, etc. E. L. Johnson is manager and D. O. Manix is stores manager.

**The Holophane Glass Company, Inc.**, engineering department, 342 Madison Avenue, New York City, has a contractor's form entitled, "Survey for Window Lighting," which includes questionnaire and diagrams of windows for proposed installations of window lighting. A dealer, filling in this form, will receive from the Holophane company, advice on proper lighting installation for any specified window.



For those who never saw "Charlie" Wiggin of the Pacific States Electric Company stumped, here he is in that position. The stump is one in the great pine woods of Oregon, and the occasion that of the annual excursion into the wilds taken by a group of Pacific Coast jobbers.

**The Automatic Electrical Devices Company**, Cincinnati, announces the appointment of Leslie Webb, Jr., formerly located at Fort Wayne, as advertising manager.

**The Davidson Electric Company**, formerly of 44 Cook Street, Brooklyn, has removed to larger quarters at 590 Broadway, Brooklyn, N. Y.

**The Peerless Light Company**, 663 West Washington Blvd., Chicago, Ill., announces to the electrical trade the purchase of the Avalon Iron Works, manufacturer of the "Avalon Rustique" lighting fixtures.

**The A. J. Wilson Company, Inc.**, manufacturer's representative, formerly with headquarters at Buffalo, N. Y., has moved its main office to 120 Liberty Street, New York City. The Buffalo office and warehouse will be continued as a branch office for serving western New York and adjacent territory and will be in charge of R. D. Palser, secretary.

**The Winkler-Richmann Company**, manufacturer of the "Thorophone" radio loudspeaker, announces the removal of its offices to its new factory location at 1725 West Seventy-fourth Street, Chicago.

## A.M.E.S. Hears Plan for Super-Power Broadcasting

A plan for establishing ten super-power broadcasting stations for the United States, and the standardizing of radio electrical equipment, was outlined by Pierre Boucheron of the Radio Corporation, before the Associated Manufacturers of Electrical Supplies which held its convention at Atlantic City, June 16-21.

"There are now," said Mr. Boucheron, "about 500 broadcasting stations in this country, and this is entirely too many. It is planned, not only for the sake of efficiency, but for economic reasons, to establish ten huge stations, each covering a certain zone and capable of sending, for example, over a 500 meter distance.

"This would not interfere in any way with local stations, which take care of local needs, since they would, of course, operate on different and distinct wave lengths."

The association decided to abolish the use of the word "broadcasting" and to substitute for it the coined word "radiocasting" as being more specifically descriptive of the act involved.

**J. C. McQuiston**, in an address on "Waste in Literature," said that at the present time more than 50 per cent of the "dealer help" advertising material which is being furnished free to retailers by electrical manufacturers is wasted. Importance of action in the matter can be appreciated, he added, when it is known that \$1,500,000 is being spent each year in this industry on this kind of sales help.

**William L. Goodwin** presented a plan for a "red-seal campaign" that has been developed by the Society for Electrical Development for the purpose of establishing a popular appreciation of quality and adequacy in the wiring of houses. Local leagues will be licensed to place a red seal of approval on houses wired after the standards and to give a certificate of quality to the owner.

## Incandescent Lamp Prices Again Reduced

Reductions of approximately 10 per cent in list prices of incandescent lamps have been announced by the General Electric Company. This will become effective July 1.

Lamps sell now at prices 37 per cent below 1914 figures, indicating an annual saving to the public of over \$7,000,000. The last reduction, averaging 7½ per cent, was made February 1.

The following table shows list prices at various periods since January, 1922:

Size of Lamp (Watts)	Jan. 1, 1922	Oct. 1, 1922	May 1, 1923	Feb. 1, 1924	New Prices
Mazda B	\$0.40	\$0.35	\$0.32	\$0.30	\$0.27
10-50 w.					
50	.60	.55	.50	.45	.40
75	.70	.60	.55	.50	.45
100	1.00	.75	.70	.60	.55
150	1.40	1.00	.90	.75	.70
200	1.90	1.30	1.15	1.00	1.50
300	2.80	1.90	1.75	1.60	2.25
500	4.15	2.75	2.50	2.35	
1,000	6.70	4.50	4.25	4.00	2.00

## Home Lighting Conference for Electrical Women

To spread the gospel of more and better home lighting, the lighting bureau of the Edison Lamp Works has inaugurated a course in home lighting for the women in the industry, who, in turn, will pass along the idea of proper home lighting to the housewives in their respective communities. The Conference was held during the week of June 16 and was attended by fifty women from the commercial departments of central stations all over the country. This is the first course of its kind ever given and at its close was declared by Edison lighting officials to be an unusual success. Whether or not it will be repeated in the future has not been announced. The program included talks on elementary electricity, the fundamentals of lighting and housewiring, home lighting practice and a trip through the Edison factory at Harrison, N. J. Through the cooperation of the Miller Company, Meriden, Conn., an inspection tour of the Miller and "Duplex-A-Lite" factories was made.

**The Chicago Radio Mart**, 1319 Michigan Avenue, Chicago, Ill., is the name of a permanent exhibit recently opened for the purpose of serving manufacturers of radio sets and accessories as a Chicago office and sales room. According to the announcement of the company "this building already has a nucleus of over 5,000 potential radio apparatus accounts in retail furniture store buyers who have been visiting it for years." Joseph S. Meyer is president and treasurer of the "Radio Mart."

**The McGill Manufacturing Company**, Valparaiso, Ind., has opened a New York City office at 67 Park Place.

**The Iron City Engineering Company** has removed its Pittsburgh office to 410-412 Union Trust Building.

**Dexter Rollins**, for a number of years associated with the electric heating and cooking industry, has been appointed sales manager of the electric range division of the Michigan Store Company, Detroit.

**The Co-operative Electrical Supply House**, 110 Mercer Street, New York City, has recently added 15,000 sq.ft. of additional space to its present quarters. "We wish to thank the host of contractor-dealer friends who have made this expansion necessary," writes L. Weinrib, New York manager.

**The Reynolds Electric Company**, Chicago, has appointed the W. F. Irish Company, 120 West Thirty-second Street, New York City, distributor for "Reco" flashers, color hoods, flasher repair parts and flasher motors in the New York district.

**Otto J. Stepat, Jr.**, formerly general supervisor for the Fitzgerald Manufacturing Company, Torrington, Conn., is now appliance sales manager for the R. B. Corey Company, Inc., New York City. This company announces that it

is now established in new and larger quarters at 100 East Forty-fifth Street.

**The Herwig Company** is the new name of the Herwig Art Shade & Lamp Company, manufacturer of outdoor lighting fixtures, which announces the removal of its plant to 1753-57 Sedgwick Street, Chicago. At the new quarters practically 10,000 sq.ft. of floor space will be devoted to the manufacture of fixtures. An attractive display room for dealers and jobbers is being planned by the company.

**The Acme Electric Heating Company**, Boston, Mass., manufacturers of industrial and domestic heating devices, has appointed C. L. Hight as their sales representative in the New York Metropolitan district, at 227 Fulton Street.

**The Jefferson Electric Manufacturing Company**, Chicago, has recently appointed a new sales promotion and advertising manager, Paul Green, who was formerly associated with the Cole Manufacturing Company, maker of heaters and furnaces, as advertising manager.

**Milo Gurney**, following a successful career as Chicago district manager for the Federal Telephone & Telegraph Company, has been advanced by the company to the position of advertising manager. He has been associated with the Federal company for a number of years. He will now be located in New York City, at the Federal company's offices.

**A. M. Joralemon**, former radio sales manager for the National Carbon Company, has been appointed sales manager of the Crosley Radio Corporation, Cincinnati. He was with the National Carbon Company for fourteen years before accepting his position with the Crosley organization.

**F. L. Maytag**, chairman of the board of directors of the Maytag Company, Newton, Iowa, manufacturers of electric washing machines, has been appointed by Governor Kendall as director of the budget for the state of Iowa.

**L. B. Lincoln** has recently resigned as manager in charge of sales and pur-

chases of the Haber Electrical Appliance Company, 864-872 West North Avenue, Chicago, Ill. Mr. Lincoln's new address is 1546 First National Bank Building, Chicago, Ill.

**The Mississippi Electric League** will convene at Gulfport for two days, July 28 and 29. An interesting program and attractive entertainment features have been arranged.

**The Annual Art and Industry Exposition** to be held at Atlantic City, July 1 to September 15, will have as one of its attractions a model \$15,000 house, built from the plans of the winning number in the National Architect's contest conducted at the recent N.E.L.A. convention. There will also be a five-room and bath apartment, hotel suite, office suite and a studio, appropriately lighted.

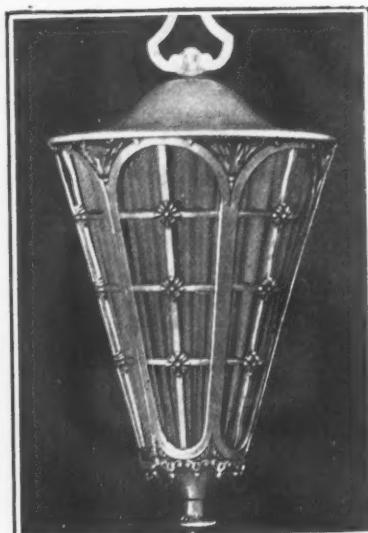
**The Rome Wire Company**, Rome, N. Y., is planning the removal from Stamford, Conn., of the Atlantic Insulated Wire & Cable Company's machinery and equipment, purchased by the Rome Company in 1922, and since operated under its former management at Stamford, until the sudden death on January 21 last, of Edward Sawyer, president, when it was decided to remove the Atlantic organization to Rome, N. Y.

**Stanley & Patterson** announce that August E. Farrenkopf has been elected secretary of the company and also appointed general sales manager in direct charge of Faraday, PR and DeVeau products. Mr. Farrenkopf entered the electrical business in 1902, having started to work with the DeVeau Telephone Manufacturing Company at 27 Rose St., New York City. In 1917 when the DeVeau Telephone Manufacturing Company was merged with Stanley & Patterson, Inc., Mr. Farrenkopf joined the latter's forces as sales engineer. During 1917 Mr. Farrenkopf was elected by the people of his community to a term in the New York State Senate, and was sponsor for several important and progressive laws now on the statute-books of the State of New York.

### "Struttin' Along the Boardwalk"

Gus Rogers, and Myer and Ray Hurley (left to right) wouldn't get out of the way of the camera at the recent N. E. L. A. convention at Atlantic City, so of course they were "shot." The beauty prize went to the man with the broadest smile. Guess who?





### Hall Lantern

*Electrical Merchandising, July, 1924*

The Globe Lighting Fixture Manufacturing Company, 128-138 Mott Street, New York City, is the manufacturer of the electric hall lantern illustrated. It is made of cast aluminum with silver polychrome finish, has silk lining in a choice of colors or amber glass panels.

### Interlocking Safety Switch and Plug

*Electrical Merchandising, July, 1924*

For use with portable electrical appliances, such as welding machines, rivet heaters, motor-driven machines or for similar purposes, the Crouse-Hinds Company, Syracuse, N. Y., is manufacturing a line of interlocking safety switches and plugs. A type MKS "Condulet," the company explains, consists of a safety switch and a plug receptacle with or without a spring door, so constructed that the plug cannot be withdrawn or the door of the fuse compartment opened unless the switch is in the "off" position. Nor can the switch be closed unless the plug is fully inserted and the door of the fuse compartment is closed.



### Connector

*Electrical Merchandising, July, 1924*

The new Marr connector brought out by the Rattan Manufacturing Company, New Haven, Conn., the manufacturer points out, is acidless, solderless, torchless and tapeless. It will take from No. 2 to No. 8 stranded wires and in addition to eliminating the possibility of scorched ceilings and dropping of solder on rugs and furniture, the connection can be made in one-fifth of the time usually required for this operation, it is declared.

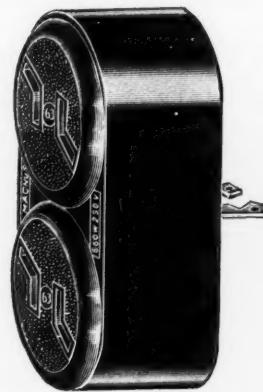
## New Merchandise to Sell

*(Continued from third page preceding)*

### Plural Plug

*Electrical Merchandising, July, 1924*

The Magnus Electric Company, Greenwich and Desbrosses Streets, New York City, is announcing a new line of double and triple-service plugs. These plugs are made of composition and equipped with parallel and tandem blades.



### Radio Receiver

*Electrical Merchandising, July, 1924*

Three stages of radio frequency amplification are contained in the MA-15 radio outfit made by the Mu-Rad Laboratories, Inc., 800 Fifth Avenue, Asbury Park, N. J. The strength of signal is regulated by means of the "Modifier" or by plugging the loud speaker or phones into either the upper or lower jack, giving either one or two stages of tone amplification. Intended retail price, without tubes, \$180.

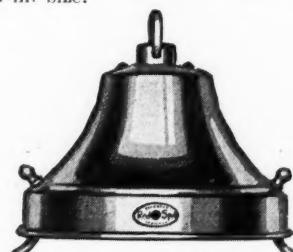


### Screwless Holder

*Electrical Merchandising, July, 1924*

The action of the new holder brought out by the F. W. Wakefield Brass Company, Vermilion, Ohio, is adequately described by its name, the "Slide-Inside" holder. As the illustration shows, there are two slides within the holder shell which may be pushed up or down by the pressure of the finger and thumb upon a small protruding knob. When pushed to the "down" position, these prongs are made to slide inside the globe, supporting it firmly yet without the possibility of undue stress caused by the expansion of the heated globe. For the present, the company

announces, the holder is available only with standard "Red Spot" hangers of the 6-in. size.



### Portable Radio Set

*Electrical Merchandising, July, 1924*

Folks who have enjoyed radio reception during the seasons when nights are long will not want to miss the daily program during the summer vacations and trips. The Crosley Radio Corporation, Cincinnati, Ohio, has brought

out a portable model of its No. 51 receiver. The new set, No. 51-P, weighs but 21 lb. with batteries, phones and aerial and measures 11 1/2 in. x 7 1/2 in. x 11 1/2 in. It is constructed exactly like the No. 51, with detector and one-stage of audio frequency amplification, using the Armstrong regenerative circuit. Intended retail price, without phones, aerial, batteries or tubes, \$25.

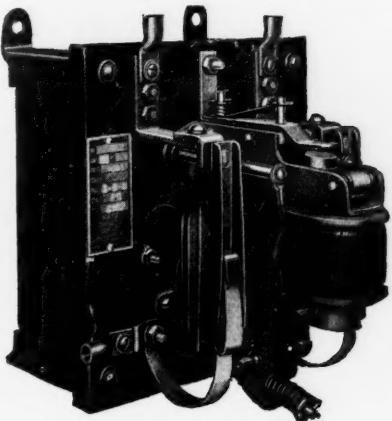
### Lighting Fixture for Church Installation

*Electrical Merchandising, July, 1924*

Every poorly-lighted church in town is an urgent prospect for the fixture dealer. Specially designed for church installation is the "Denzar" illustrated, a product of the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago. The fixture is known as F22-54 and has a cast brass band of Romanesque design around the reflector.



What's new on the market? These pages will tell you. 



### Double-Pole Switch

*Electrical Merchandising, July, 1924*

Because of the fact that no current is taken except when the "Triplock" double-pole switch illustrated is being opened or closed, very little energy is required, the manufacturer, the Monitor Controller Company, Baltimore, Md., explains. As a result, it is pointed out, this new type of switch is especially well adapted for remote control of lighting circuits and for use with motors controlled by tank switches, pressure gages or thermostats.

### Electric Fire Signal

*Electrical Merchandising, July, 1924*

Controlled at the engine house or by the fire telegraph operator, the fire signal made by the Thomas-Smith Company, Canton, Ohio, is operated by first pressing a button which starts the bell and then by pressing another button which indicates by a light suspended on a rod, or in the case of another type of signal, by a moving light, the direction to be taken by the fire apparatus. The bell is 18 in. or 20 in. in diameter, as desired, and is declared to "out-noise" any street noise.

### Radio Loudspeaker

*Electrical Merchandising, July, 1924*

A new radio loudspeaker, known as the "Thorola," has been brought out by the Winkler-Reichmann Company, 1723 West Seventy-fourth Street, Chicago, Ill., to meet the demand, declares the company, for an instrument which does not require a storage battery. The double-push and pull principle of amplification and a controlled mica diaphragm are incorporated in the new device. "Thorola" No. 3, with 12-in. horn, is intended for sale at \$20; No. 4, with 14½-in. horn, at \$25.

### Portable Heater

*Electrical Merchandising, July, 1924*

For the occasional chilly day in the warm-weather period an electric heater gives comfortable service. A new radiant-type heater has been brought out by the Acme Electric Heating Company, Boston, Mass. The "Sun-Rose" projector has a heavy copper parabola. The guard can be easily removed for cleaning and the core instantly replaced by means of sliding terminals. The heater is known as No. 606, is 12½ in. in diameter and consumes 600 watts.



### Electric Hair Waver

*Electrical Merchandising, July, 1924*

The new electric hair waver brought out by the Russell Electric Company, 340 West Huron Street, Chicago, Ill., does not depend upon a spring for its clamping effect, the manufacturer explains, for the amount of pressure secured is dependent altogether upon the pressure of the handle. This pressure, it is declared, is almost as important a factor in producing the wave as is heat. The iron is 11 in. long; the rod is 5½ in. long and ¾ in. in diameter. Intended retail price, including stand, 6 ft. of cord, plug and detachable plug for handle, \$5.



### Canopy Switch

*Electrical Merchandising, July, 1924*

A new canopy switch, specially designed for the very shallow flat back brackets now popular, has been brought out by the Beaver Machine & Tool Company, 625 North Third Street, Newark, N. J. The mechanism, it is pointed out, is of a sturdy rotary type, rated for 3 amp., 125 volts, and the base is designed in such a way the manufacturer explains, that only ¾-in. clearance is required in back of the bracket. The leads come out of the side of the composition.

### Socket with Brass Key

*Electrical Merchandising, July, 1924*

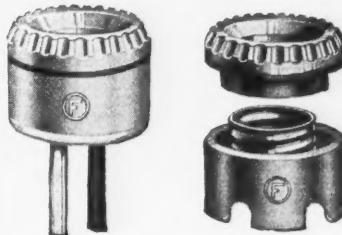
To harmonize with the brush brass socket in universal use today, the Bryant Electric Company, Bridgeport, Conn., is making an "Art" brush brass key to replace the black key formerly used. The keys are brass color all the way through, and the color, therefore, does not rub off.



### Electric Windshield Wiper

*Electrical Merchandising, July, 1924*

To install the new electric windshield wiper brought out by the Stromberg Motor Devices Company, 58 East Twenty-fifth Street, Chicago, it is only necessary to drill two small holes through the windshield frame. The wiper is operated from the storage battery by a high-speed series-type motor and the actual current consumed, the manufacturer declares, is but 1.5 amp. Finished in black enamel. Obtainable for use with either 6-volt or 12-volt batteries.



### Porcelain Receptacles

*Electrical Merchandising, July, 1924*

The E. H. Freeman Electric Company, 10 Prince Street, Trenton, N. J., is announcing two new porcelain sign receptacles with removable ring for use in ceiling rings, outlet boxes and metal signs. The punch required for these receptacles is 1½ in. in diameter.

### Portico Lantern

*Electrical Merchandising, July, 1924*

Gruber Brothers, 392 Broadway, New York City, is the manufacturer of the electric outdoor lantern illustrated. It is known as No. 114½-C and measures 11½ in. x 6½ in. Verde green or copper finish, as desired, may be obtained, with either crystal, amber or moss glass. Intended retail price, about \$15.



Continued on second page following, for your convenience in clipping and filing.

Each item will fit a 3 x 5 in. standard filing card



*The Hoover Department of Brown-Dorrance Electric Company is always busy*

## A Pittsburgh Hoover Dealer—one of thirty!—sells \$400,000 worth of Hoovers!

Pittsburgh, Pa., is a Hoover "stronghold" with *thirty* active dealers, including five department stores. One of the thirty is the Brown-Dorrance Electric Company, an electrical appliance shop in the Jenkins Arcade. Since 1916 they have sold The Hoover, and each year their sales have consistently bettered past records, with \$398,900 as the grand total to January 1, 1924.

Now, in 1924, they are already well on the way toward their goal of 1500 Hoovers—a volume that any electrical appliance shop might well desire, for it means a most profitable business totaling practically \$100,000.

How is it done? By hard work and an intelligent plan, supported by the national reputation of The Hoover and a liberal local advertising policy.

*Continuous* window displays feature The Hoover; local newspapers carry their adver-

tising *weekly*; a demonstrating table occupies a prominent place in their store, with a demonstrator always present; Hoover folders and form letters are used in large quantities.

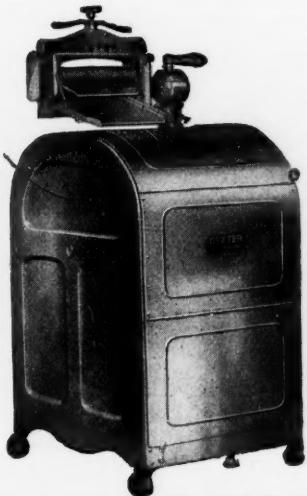
These all serve to identify the Brown-Dorrance Electric Company as Hoover dealers to the hundreds of thousands of Pittsburgh people who are continuously being urged to buy Hoovers by Hoover national advertising in the leading magazines.

What an illustration this is of the opportunities awaiting other electrical stores, with The Hoover! Yet it is only one of hundreds where The Hoover is making similar strides, to its dealers' profit.

And the Hoover franchise for 1924 contains even greater possibilities than ever before. Are you looking for a permanent, profitable line? Let our representative tell you the complete story. When shall he call?

THE HOOVER COMPANY, NORTH CANTON, OHIO  
*The oldest and largest maker of electric cleaners*  
 The Hoover is also made in Canada, at Hamilton, Ontario

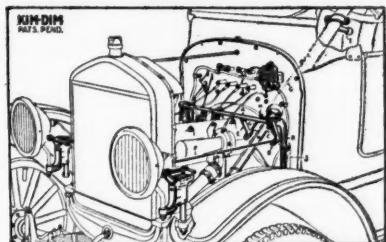
***The HOOVER***  
*It BEATS... as it Sweeps as it Cleans*



### Portable Lamp with Regulating Feature

*Electrical Merchandising, July, 1924*

The "Turnlo Jr." lamp illustrated is the latest addition to the line of regulating-type portable electric lamps and wall brackets made by the Electric Utilities Manufacturing Company, 314 Adams Avenue, Scranton, Pa. The regulating feature of the lamp is incorporated in its construction and a push of the little lever turns the light on or off or gradually brighter or dimmer. The largest size lamp that should be used, the manufacturer advises, is a 40-watt size. The lamp is made for use on regular 110-220 volt lighting systems or on 32-volt farm lighting systems. Finished in brush brass or black, the lamp is intended for sale at \$5; in ivory finish, \$5.50.



### Control Device for Automobile Headlights

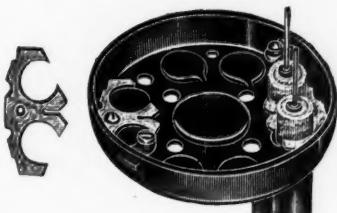
*Electrical Merchandising, July, 1924*

Instead of dimming the lights in night driving, the driver of the car equipped with the "Kim-Dim" control device made by the Kim-Dim Specialty Works, Taylorville, Ill., by the release of a lever, simply drops the lights, throwing the full beam to the roadway instead of straight ahead. Intended retail price, \$10.

### Five-Tube Receiver

*Electrical Merchandising, July, 1924*

Enclosed in a black walnut cabinet from which it can be easily removed, the new five-tube neutrodyne receiving set brought out by the Howard Radio Company, 4248 North Woodrow Wilson Road (formerly North Western Avenue), Chicago, provides two stages of tuned radio-frequency amplification, detector, and two audio-frequency stages. A single switch on the front panel controls all current drawn from the batteries. Three Neutrodons (variable condensers) are employed in the new receiver, it is pointed out, instead of the customary two and each tube is provided with its own rheostat. Intended retail price, \$200.



### Heavy-Duty Receptacles and Plugs

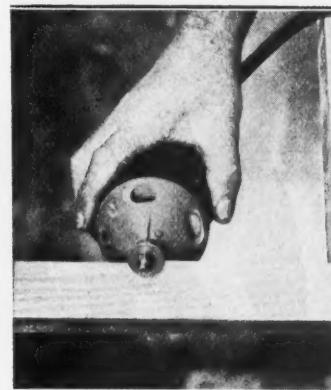
*Electrical Merchandising, July, 1924*

To bridge the gap between the standard 10-amp., 250-volt devices and the receptacles and plugs designed for extra-heavy duty, the Bryant Electric Company, Bridgeport, Conn., has brought out a line of receptacles and plugs rated at 20 amp., 250 volts. Included in this line are a cleat receptacle, a receptacle for concealed work and for box covers, a flush receptacle for use in standard one-gage switch or outlet box, a composition plug with  $\frac{1}{8}$ -in. cord hole, a similar plug with brass cover, and a plug with cord grip large enough to clamp  $\frac{1}{8}$ -in. to  $\frac{1}{2}$ -in. diameter cord.

### Ceiling Box

*Electrical Merchandising, July, 1924*

To meet the new conditions of installation brought about by Rule 502-h of the 1923 National Electrical Code, the Chicago Fuse Manufacturing Company, Laffin and Fifteenth Streets, Chicago, has designed a shallow ceiling box with clamps for loom. A new patented clamp of galvanized finish lying flat on the bottom of the box, permits ample space for wire splices. The box is  $3\frac{1}{2}$  in. in diam.,  $\frac{1}{2}$  in. deep and is furnished with or without ears. Eight loom knockouts, (center knockout for  $\frac{1}{2}$ -in. conduit) and two double-grip loom clamps are provided.



### Electric Shaper

*Electrical Merchandising, July, 1924*

Innumerable uses for the electric hand shaper made by the R. L. Carter Company, 1234 South State Street, Syracuse, N. Y., will be found by the cabinet-maker, by the contractor in interior woodwork, on machine work and in the family workshop where the man of the house prides himself on the radio cabinet, cedar chest or other articles he occasionally turns out. It has a  $\frac{1}{4}$ -hp. universal motor, a special cooling device and operates from any 110 or 220 volt circuit. Its weight is 3 lb. and it is made to fit the hand. Intended price, \$36, includes cutters, combined switch and connector, cord and plug.

### Medium-Frequency Transformer

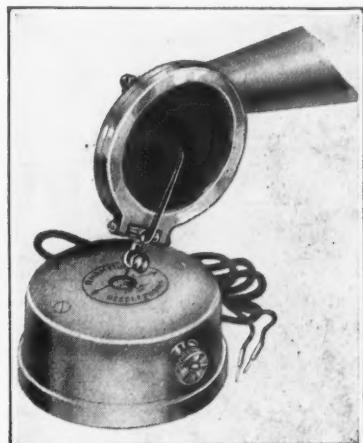
*Electrical Merchandising, July, 1924*

To meet the specific requirements for a medium-frequency transformer for use in long wave reception and in superheterodyne sets, the General Radio Company, Massachusetts Avenue and Windsor Street, Cambridge 39, Mass., has brought out its new No. 271 transformer. It is electro-statically and electro-magnetically shielded and several of the transformers may be used in cascade, with a separation as small as 1 in., the manufacturer suggests.

### Loudspeaker Attachment for Phonographs

*Electrical Merchandising, July, 1924*

A new type of adapter which will convert any standard phonograph (Edison excepted) into a radio loudspeaker without the necessity of removing the reproducer, has been developed by J. Thos. Rhamstine, Detroit, Mich. The "Needlephone," as it is called, has no sound chamber, the message being passed directly through the needle into the diaphragm of the phonograph. A 6-ft. cord is furnished with each unit. Intended retail price, \$10.



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"It would be a mighty mean man that wouldn't tell a friend about Wire-Nuts"

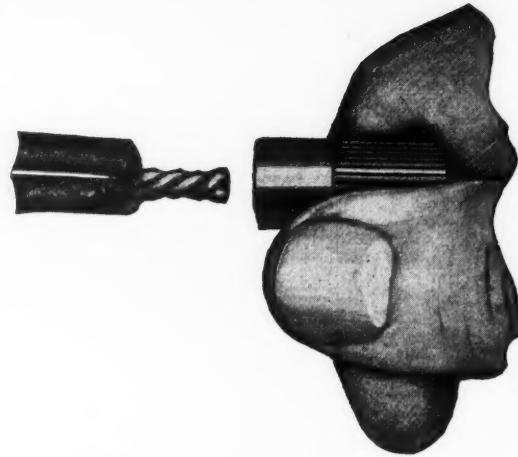


## Straight Advice

No, don't leave your blow-pipe at home.

BUT DON'T GO OUT TO MAKE UP JOINTS  
AT OUTLETS WITHOUT A POCKETFUL  
OF WIRE-NUTS.

Wire-Nuts make *most* joints better, quicker, cheaper. *Better* joints because brass and bakelite are better than solder and tape. *Quicker* because you only have to twist the wires together and screw on the Wire-Nut. *Cheaper* because they are made in large quantities from the highest grade materials.



TWO SIZES



Packed 100 to a carton, 1,000 to a standard package  
If you are not using Wire-Nuts, order a carton  
and try them.

Send for Free Sample

### Size of Wire-Nut to Use

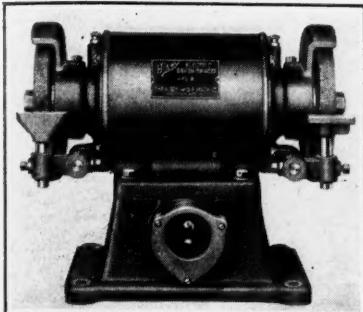
Number and Size of Wires in Joint	No. of Wire-Nut
2 No. 14 solid and 1 stranded fixture wire	No. 14
2 No. 12 solid and 1 stranded fixture wire	No. 12
1 No. 12 solid and 1 No. 14 solid and 1 stranded fixture wire	No. 12
2 No. 14 solid	No. 14
3 No. 14 solid	No. 14
4 No. 14 solid	No. 12
1 No. 12 solid and 2 No. 14 solid	No. 12
2 No. 12 solid	No. 12
2 No. 12 solid and 1 No. 14 solid	No. 12

Approved by Underwriters Laboratories.

ELECTRIC OUTLET COMPANY, Inc.  
*Improver Wiring Devices*  
TRADE MARK

8 West 40th St., New York City

All *Improver*s Are Aids to Better Electrical Work



### Electric Bench Grinder

*Electrical Merchandising, July, 1924*

A safety motor switch, two grinding wheels, two adjustable wheel guards and 7-ft. cable with attachment plug comprise the equipment accompanying the new 6-in. bench grinder brought out by the Hisey-Wolf Machine Company, Cincinnati, Ohio. The machines are furnished with 1/2-hp. motor and may be obtained for use on 115-volt and 230-volt, d.c. circuits or 110-volt and 220-volt, single, 2-phase or 3-phase a.c. circuits. Special voltages may be obtained when so ordered.

### Electric Blanket

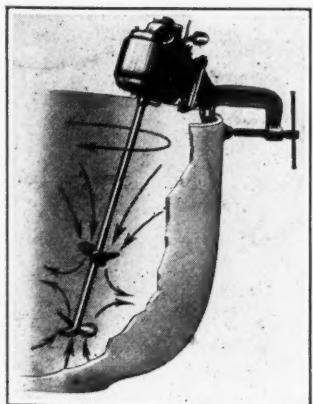
*Electrical Merchandising, July, 1924*

Outdoor sleeping need not be reserved for the summer months only, but may be continued with comfort during cold weather if an electric blanket similar to the one manufactured by the E. G. Robinson Electric Company, Aurora, Ore., is used to take the chill out of the bed before retiring. The blanket may be obtained in different sizes and is pinned to the mattress and then covered with a sheet so that one sleeps on the blanket instead of under it. The heating element, it is explained, has an area of 4 ft. x 6 ft. or 24 sq.ft. The switch is installed on the cord and is notched so that the user can tell in the dark whether the heat is on or off. The 50-in. x 72-in. blanket has 3-heat switch, 60, 110 and 170 watts and its intended retail price is \$25.

### Electric Mixer

*Electrical Merchandising, July, 1924*

A push-pull motion is incorporated in the operation of the "Hy-Speed" electric mixer made by the Alsop Engineering Company, 47 West Sixty-Third Street, New York City. The mixer operates from any lamp socket or outlet and can be clamped to any tank or container. The lower propeller pulls up all ingredients from the bottom of the tank, bringing them into solution with liquid being forced downward at great speed by the top "push" propeller, thus producing a combined mixing action. Type No. 4 has 1/2-hp. motor and is intended for sale at \$75.



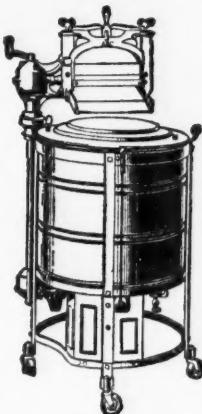
## New Merchandise to Sell

(Continued from second page preceding)

### Table Lamp

*Electrical Merchandising, July, 1924*

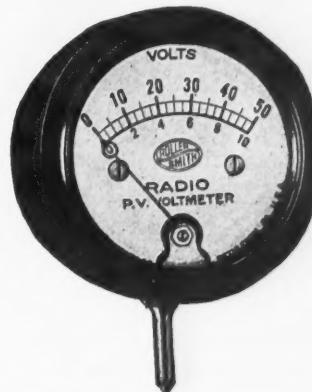
A choice of three designs and colors is offered in the new line of pottery-base table lamps brought out by the Aladdin Manufacturing Company, Munroe, Ind. Each lamp is 20 in. high, with 18-in. silk shade, to harmonize in color with the base. Intended retail price, \$22.



### Vacuum-Type Washing Machine

*Electrical Merchandising, July, 1924*

Altorfer Bros. Company, Peoria, Ill., has added to its ABC line of washing and ironing machines a new Model 70 washer with 8-sheet capacity. The new machine incorporates in its design a polished copper tank, an aluminum wringer made to swing and lock in sixteen different positions, three vacuum cups with extra long spring so that a large or small washing can be done without change and the motor and operating levers which are located within convenient reach of the operator at all times.



### Radio Voltmeter

*Electrical Merchandising, July, 1924*

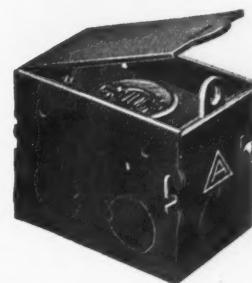
The positive terminal of the new Type PV radio voltmeter made by the Roller-Smith Company, 18 Park Place, New York City, is in the form of a prod at the bottom of the case and the negative terminal is a convenient flexible wire or lead connected to the back of the case by a spring clip. The resistance is declared to be about 17 ohms per volt and the current consumption at full scale about .06 amp. The instrument measures 2 1/4 in. in diameter and its weight is 6 oz. The intended retail price of the voltmeter, double range, 0-10 and 0-50 volts with flexible lead, \$5.



### Flush Receptacle

*Electrical Merchandising, July, 1924*

An all-composition flush receptacle has been brought out by the E. H. Freeman Company, 10 Prince Street, Trenton, N. J. The receptacle is similar in design to, and has the same uses as, the porcelain flush receptacle.

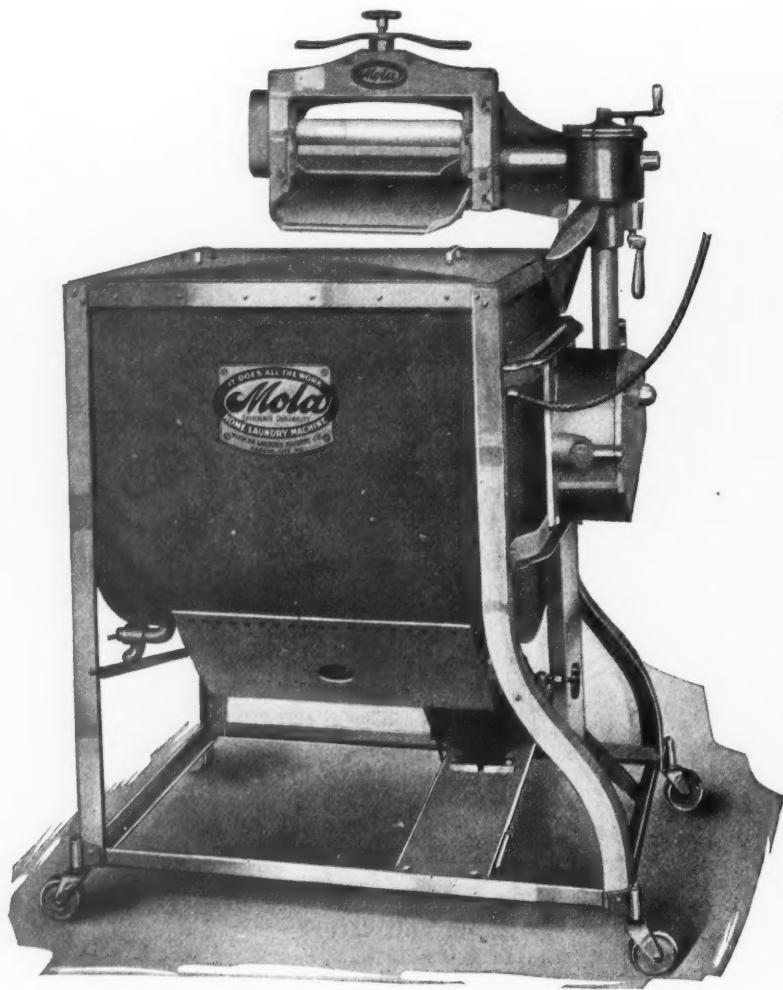


### Laundry Fitting

*Electrical Merchandising, July, 1924*

To insure against theft of current in apartment - house laundry installations, the Appleton Electric Company, 1701 Wellington Avenue, Chicago, has designed a laundry fitting containing convenience outlet, which can be locked against theft of current when the outlet is not being used by its rightful owner. The new fittings are furnished in single gang, in sectional style, which permits of removing sides, and they can be built into any number of gangs necessary. Each section is provided with a hinged door and lugs which will permit the use of an ordinary small padlock. The fittings have one knockout in each end, two in each side and also two in bottom for either 1/2 or 1-in. conduit. Intended retail price; sectional fitting, complete with receptacle: \$1.50.

What's new on the market? These pages will tell you.



## A Complete Washer and Merchandising Plan

The MOLA with its efficient GAS HEATER is a COMPLETE washer.

The heater heats the water right in the washer to the proper temperature to do the best and quickest washing.

No heating or carrying of boiling water from stove to washer.

No oil holes on the MOLA. All moving parts run in grease-tight housings filled with enough grease to last over five years.

Solid ALUMINUM wringer equipped with twelve-inch semi-soft cushion rolls.

Every device and convenience known to modern washing machine manufacturers has been embodied in the 1924 model MOLA.

REVOLVING-REVERSING cylinder type, cylinder reversing every fourth revolution. The

type used in all modern laundries for nearly half a century.

The above are only a few of the many reasons why the MOLA is the first choice of women who know.

If you are not a MOLA dealer let us tell you the whole story. Let us tell you how you can build your washing machine business on a firm and profitable basis.

A complete merchandising plan and system goes with the MOLA franchise.

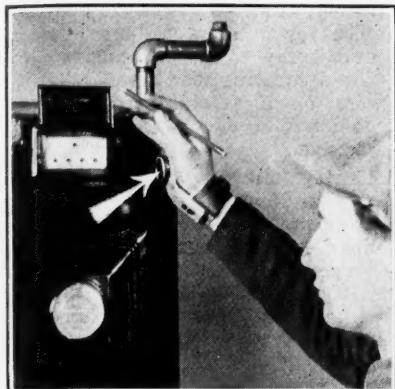
Surprising results and increased profits are obtainable immediately at practically no additional overhead.

The MOLA stands up and the initial profit stays in your bank instead of leaking away in service.

*You owe it to yourself to get the facts.*

**MODERN LAUNDRY MACHINE CO.**  
1635-43 Cleveland Ave., Kansas City, Mo.

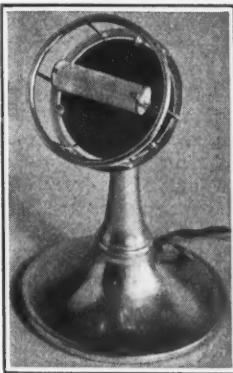
***Mola***



### Hand Signal Light

*Electrical Merchandising, July, 1924*

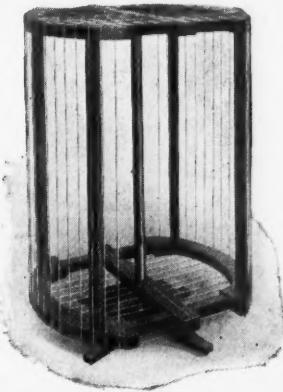
In wrist-watch fashion, the safety hand signal made by Save-A-Life-Lite, Inc., 729 Seventh Avenue, New York City, is fastened to the hand, either back or front, and does not interfere with the movements of the fingers. Light is supplied by a small storage battery, weighing but 12 oz. Its life is 5 years, the manufacturer declares, and it can be recharged for 1c. The signal itself is made of aluminum and weighs but 1 oz. It is connected with the pocket storage battery by fine wires and a spring through the inside of the sleeve of the coat, and automatically lights or extinguishes as the hand is either stretched or relaxed. Intended price, \$5.



### Electric Cigar Lighter

*Electrical Merchandising, July, 1924*

For use at cigar stands where continuous duty is required, the Sales Company of America, 420 Turk Street, San Francisco, Cal., is marketing a new "Litit" electric cigar lighter. The new lighter is designed to stand up under severe use. The element consumes 40 watts and is inclosed in a quartz glass tube as illustrated. Operates on 110 volt a.c. or d.c. circuit. Intended retail price, \$12.50.



### Radio Loop

*Electrical Merchandising, July, 1924*

For use with its Radiola Super-Heterodyne receiver, the Radio Corporation of America, 233 Broadway, New York City, has brought out a new loop antenna known as AG-814. The use of this loop, the company points out, is designed to insure increased battery life and tube performance, for when the new antenna is employed it is not necessary to burn the Radiotron at such high voltages or to advance the main filament control rheostat beyond the point for normal operation. The new and larger loop, it is declared, will have a greater voltage induced in it than the smaller loop contained in the super-heterodyne portable receiver. It measures 20½ in. high and 17 in. wide. Intended retail price, \$12.



### Car Washing Outfit

*Electrical Merchandising, July, 1924*

In the public or private garage, where cars must be washed at night, enough light for the car-washing operation will be provided by the lamp attached to the

"Ideal" overhead washer made by the Gaylord Manufacturing Company, Paterson, N. J. The washer is designed to swing around the car. At the end where the hose is connected there is an electric light which follows the operator around the car as he works on the various parts. For use in connection with the washer the company has designed a water-saving device with button-control which rests in the operator's hand thereby allowing instant control of the stream. Intended retail price of "Ideal" overhead unit, \$34. The water-saver, which can be applied to any 1-in. or 1½-in. hose, is listed at \$3.



### Camera-Size Portable Radio Set

*Electrical Merchandising, July, 1924*

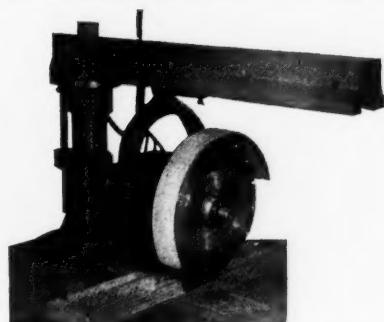
Complete with all its accessories, the new "Kodel" portable radio outfit made by the Kodel Manufacturing Company, Cincinnati, Ohio, weighs only 5 lb. It is enclosed within a leather-covered case measuring 5½ in. x 4½ in. x 8 in., containing one UV-199 tube, "A" and "B" dry batteries, headphone, and ground and aerial wires. Intended retail price, without accessories, \$18.50.



### Black Molded Socket

*Electrical Merchandising, July, 1924*

To meet the demands of contractors for a socket that can be used wherever brass is not practical, the Connecticut Electric Manufacturing Company, Bridgeport, Conn., has brought out No. 21,000 black molded socket. The new socket, the manufacturer points out, is easy to wire, will stand exceptionally hard abuse and will not crack. Intended list price, 42c. Black molded rosette for use in combination with the socket and drop cord, 20c.



### Electric Bench Machine

*Electrical Merchandising, July, 1924*

An unusually large number of applications will be found for the new electric "Dew-All" bench device made by the DeWalt Manufacturing Company, Leola, Pa. It is made to do cross-cutting, ripping, mitering, beveling, matching, molding, irregular shaping, and may be used as a machine knife grinder, with flexible shaft equipment, with lathe attachment, jigsaw attachment, etc. It is designed to handle material of any length and to cut material up to 2 in. thick and 15 in. wide.

### Radio Reception Cushion

*Electrical Merchandising, July, 1924*

The last word in radio-reception comfort has appeared in England, in the form of an ordinary, household cushion, upholstered in cretene, in the center of which is mounted a radio headphones. This unusual luxury is manufactured by the Waltham Manufacturing Company, 2 Jackson Road, Holloway, London N. 7, England. "Many people," says the company, "dislike the constant wearing of headphones, and others, while appreciating the benefits of a loud-speaker, will not dispute the beauty and clarity of unamplified signals. These cushions can be used with either crystal or tube sets. Rest your head on the cushion, on the Chesterfield, at the bedside or in your easy chair, to enjoy to the full the broadcast concerts!"

## "Straight Salary Plus Commission"

(Continued from Page 4458)

If it were not for the fact that 12 men had been with this organization for a period of over 2 years and one man eight years, out of a crew of 25 men, we would be inclined to accuse the sales management of being overly optimistic. As it is the committee urges that other small-town companies consider this plan of selecting and training local salesmen.

A company dealing largely in smaller appliances writes:

"As for our own company, we are just inaugurating a sales campaign on appliances and Mazda lamps—basis of pay to be \$40 monthly salary and 15 per cent commission on all appliances and lamps sold. Commission based on the cash selling price of the articles. Terms will be allowed the consumers of one-seventh down and the balance in six equal monthly payments, salesmen to make their own deliveries and to receive an allowance of 10c. per appliance. This arrangement applies to heating appliances only, as we do not handle any motor-driven devices, such as washing machines and vacuum cleaners. In addition to appliances \$5 is allowed for the sale of an electric range, \$2.50 for water heaters and \$10 in case both are sold to the consumer at the same time.

"Over 70,000 new homes have been connected to our system in the past two years, consequently there is a tremendous field for electrical appliances in this territory.

"Salesmen could spend considerable time calling on new consumers alone, where it is expected a great many appliances will be needed."

### Service Opportunity in Delivery By Salesmen

Here we have a brand new delivery idea. The salesmen make the deliveries and are allowed 10c. per appliance. This applies, of course, to the smaller devices but as the company does not sell motor-driven devices, outside of ranges and water heaters, the salesmen can deliver nearly everything. There is a service slant here that is not to be overlooked. This report also emphasizes the big new market of newly wired houses.

The hiring of married men to reduce labor turnover with the necessary payment of a fairly high straight salary is the outstanding feature of this report from a large Southern city. The frank admission that the good salesman has greater opportunities working for a jobber or manufacturer is startling, but in the majority of cases true.

Where will the future executives of central stations come from? From the operating and financial departments, yes. From the sales and commercial departments, maybe.

This concern has taken the local contractors into partnership:

"Five house-to-house salesmen. Fixed salary \$75 per month with 10 per cent commission on sales in addition to salary. This company does no wiring and sells no appliances. Sales are through local contractors who pay com-

mission direct to salesman. Salary we pay is to cover work done directly for the company in the way of securing information, contracts, etc., etc. Above plan started late in 1923."

Here is a new idea—it will take a year's operation, at least, to ascertain its success or failure. The central station has gone into partnership with a group of local contractors. Can the salesmen be controlled? Will they play favorites? Will one contractor use undue influence in getting the salesmen to work for him—pay an extra high bonus, etc., etc.? There may be the germ of a big co-operative idea here. The committee believes this plan is worth watching for the next twelve months.



The ambition of every American small boy is to be president. Here are two of them—J. F. (Jess) Zweiner, president of the San Diego Electric Club and R. E. (Dick) Smith, president of the Electric Club of Los Angeles, both properly labelled with their badges of office. The occasion was the recent visit of the Los Angeles Club to San Diego.

A New England concern writes:

"A salary of \$15 per week and a commission of 5 per cent of the sale price on all merchandise sold, with a minimum commission of \$1 per article. For example on a \$150 washer, a commission of 5 per cent of that amount, or \$7.50, would be paid. On a smaller appliance such as flatirons, toasters, etc., with a selling price of \$10 or less the commission would be \$1.

"On this basis of compensation our salesmen are able to earn between \$40 and \$50 a week.

"As the salesmen are in direct touch with the customer, we believe that it is absolutely necessary to pay them a salary so that we will be able to direct the sales policy or any other matters pertaining to the activity of the salesman. We have found that salesmen who sell on straight commission basis are not at all interested in our proposition, but only in the dollar-and-cent proposition for themselves. If a salary is paid, even though small, we are at

liberty, at any time, to keep them in the office for other work such as arranging display rooms or assisting in window decorating, etc. Whereas, if they were on a straight commission this could not be very well done with some salesmen."

Forty dollars to \$50 a week in a small town in New England is good pay for salesmen. The commission rate is low, 5 per cent on items selling above \$10, though \$1 for a ten-dollar item or less is 10 per cent or better. The salesmen are expected to serve the company first and their own dollars-and-cents interest second—but at that the men make a good living, and all this in conservative old New England.

Have a sales plan, pick and train good men, push these men aggressively—but at the same time make them feel they are part of the company by paying a fixed salary. Give them a fair commission. This sums up the sales philosophy back of every successful company that pays on a salary plus commission basis.

### Omaha's Electrical Show in November

The Electrical Exposition which will be held in Omaha, Neb., November 10 to 15, will be one of the biggest ever held in the central west, according to plans now being formulated by the Omaha Electrical Industries Association and the Nebraska Power Company, who are sponsoring the show.

The huge Omaha auditorium has already been rented and Arthur J. Cole, vice-president of The McGraw Company, is chairman of the committee on arrangements.

The Eisemann Magneto Corporation announces the removal of its executive, accounting, sales and advertising departments to 165 Broadway, New York City. In charge of the new quarters are William N. Shaw, president; R. M. Patterson, assistant treasurer; T. E. Kennedy, general sales manager; E. S. Clark, advertising manager; B. B. Woodford, sales engineer; and E. J. Goggins, credit manager. The purchasing, production, cost accounting and service departments will remain at the factory office, Thirty-two Thirty-third Street, Brooklyn, N. Y.

H. G. Cisin has recently been appointed sales and advertising manager of the Radio Receptor Company. Mr. Cisin was formerly in charge of the Dictograph Products Corporations radio sales promotion, advertising and publicity.

The Th. Goldschmidt Corporation announces the appointment of John B. Price and Harry Kamen as New York district manager and New England manager respectively. Mr. Price was formerly with the New Era Manufacturing Company, Harper Bros., publishers, and the Diamond Products Company. Mr. Kamen has had twelve years' experience in aggressive sales campaigns and was at one time with the A. C. Gilbert Company of New Haven.